

**“ASMARADANA TELAH KEMBALI”:  
INTRODUCING *LENJONGAN* THROUGH AN  
EMOTIONAL SHORT FILM**



**FINAL ASSIGNMENT**

**A Partial Fulfilment of the Requirements for the  
Applied Foreign Language  
Bachelor Degree**

**By:**

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VOCATIONAL COLLEGE  
DIPONEGORO UNIVERSITY**

**2025**

## **STATEMENT OF ORIGINALITY**

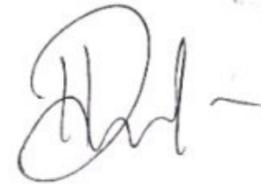
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**APPROVAL SHEET**  
**A FINAL ASSIGNMENT**  
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## ACCEPTANCE

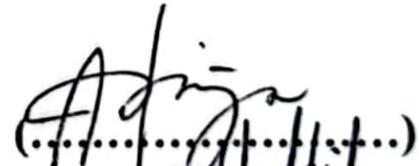
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**This study has been examined and is accepted for impartial fulfilment of the  
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Board of Examiners:

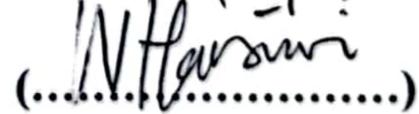
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The researcher hopes that this final project report may bring benefits and serve as a useful reference for all readers.

## ABSTRAK

Penelitian ini bertujuan untuk memproduksi sebuah film pendek berjudul "*Asmaradana Telah Kembali*" sebagai media promosi kebudayaan lokal dan kuliner tradisional lenjongan khas Kota Surakarta. Metode yang digunakan adalah Research and Development (R&D) yang terdiri dari tujuh tahapan: pengumpulan informasi, perencanaan, produksi dan pasca produksi, validasi awal, revisi produk, uji coba lapangan, dan publikasi. Film ini menggunakan konsep dialog sehari-hari, mengangkat kisah keluarga, nostalgia, dan tradisi Jawa yang dikemas dalam nuansa emosional dan visual sinematik. Sebanyak 13 varian lenjongan ditampilkan secara detail dalam film, yaitu gendar, lindri, lopis, klepon, sawut, jongsong, gatot, getuk, tiwul, cenil, ketan hitam, ketan putih, dan grontol. Film ini telah diuji melalui penyebaran terbatas kepada 12 responden dari berbagai latar belakang, termasuk dua responden asing dari Belanda dan Suriah. Hasil evaluasi menunjukkan respons sangat positif terhadap aspek isi, audio-visual, dan subtitle. Film ini kemudian dipublikasikan melalui kanal YouTube Program Studi Bahasa Asing Terapan serta disebarluaskan melalui media sosial Instagram dan TikTok milik penulis, berkolaborasi dengan akun resmi Dinas Pariwisata dan Kebudayaan Kota Surakarta. Penelitian ini menunjukkan bahwa film pendek dengan pendekatan naratif emosional dan visual yang kuat dapat menjadi media efektif dalam memperkenalkan kekayaan kuliner dan budaya lokal kepada masyarakat luas, baik di tingkat nasional maupun internasional.

Kata Kunci: film pendek, lenjongan, budaya Jawa, R&D, promosi kuliner, media sosial

## ABSTRACT

This study aims to examine the process of creating a short film titled "*Asmaradana Telah Kembali*" as a medium to promote local culture and the traditional snack *lenjongan* from Surakarta City. The method used is Research and Development (R&D), which consists of seven stages: information collecting, planning, production and post-production, initial validation, product revision, field testing, and publication. The film adopts a real-time dialogue, highlighting themes of family, nostalgia, and Javanese tradition in an emotionally driven and visually cinematic approach. A total of 13 *lenjongan* variants are showcased in detail in the film, including *gendar*, *lindri*, *lopis*, *klepon*, *sawut*, *jongkong*, *gatot*, *getuk*, *tiwul*, *cenil*, *ketan hitam*, *ketan putih*, and *grontol*. The film was tested through limited distribution to 12 respondents from various backgrounds, including two foreign participants from the Netherlands and Syria. Evaluation results showed highly positive responses toward the film's content, audio-visual quality, and subtitles. The film was officially published through the YouTube channel of the Applied Foreign Language Study Program and further promoted on the author's Instagram and TikTok accounts in collaboration with the official account of the Surakarta City Department of Tourism and Culture. This study proves that a short film with emotional storytelling and strong visuals can serve as an effective medium to introduce the richness of local culinary and cultural heritage to a broader audience, both nationally and internationally.

Keywords: short film, *lenjongan*, Javanese culture, R&D, culinary promotion, social media

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