

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Tourism Promotion**

Promoting tourism is crucial for enhancing tourist appeal by raising awareness, enhancing perceptions, and reducing traveler fatigue. According to Kotler et al. (2017), tourism promotion is not just about disseminating information; it also involves creating an image that connects to the destination in a crowded marketplace. Effective promotional strategies utilize emotional intelligence, realism, and strategic communication to build strong brand associations (Pike, 2016). According to Hsu, Dehuang, and Woodside (2009), modern tourism promotes experiential learning that highlights unique and local forms of worship and mass advertising. This approach encourages tourists to engage emotionally with the destination, often resulting in higher satisfaction and increased promotion of one destination over another. By strategically aligning promotional efforts with cultural identity, destinations can foster loyalty and long-term visits.

Creative industries such as film and media have transformed tourism promotion into a multi-faceted process. According to Hall (2019), by integrating tourism messages into stories that appeal to a global audience, creative promotions can transcend conventional marketing strategies. Film-based promotions create an atmosphere and emotional journey for viewers, rather than simply showcasing landmarks (Croy, 2010). This aligns with the concept of destination image formation, where media influences influence visitors' cognitive and affective perceptions before their actual visit (Kim & Richardson, 2003). Destinations promoted through compelling stories and striking visuals tend to generate curiosity, emotional resonance, and a desire to travel. Therefore, tourism marketing is most effective when it combines a creative approach with a strategic marketing framework.

## **2.2 Digital Promotion**

One of the most effective ways to market tourist destinations in Indonesia is digital promotion, especially with the increasing use of social media and video-based platforms. According to Prasodjo and Yulianto (2022), Indonesian tourism agencies are increasingly using digital strategies such as virtual tours, Instagram campaigns, and short promotional videos to reach younger audiences and foreign tourists. These digital methods allow destinations to showcase their unique cultural values in a more interactive way, increasing tourist engagement and interest. Local destinations can also build emotional connections with visitors through online storytelling, enabling them to compete in the national tourism industry. This shift demonstrates how digital promotion supports sustainable tourism growth by emphasizing direct communication and accessibility.

The ability to create targeted, measurable, and cost-effective marketing campaigns is one of the key advantages of digital promotion. Kotler et al. (2017) explain that tourism organizations can use performance metrics to analyze audience behavior, tailor their messages, and modify their strategies in real time using digital marketing. Unlike conventional promotions, online platforms offer interactive features that increase engagement and trust between destinations and potential tourists, enabling two-way communication. Furthermore, digital promotion is particularly beneficial for developing destinations with limited budgets because it allows global access at a relatively low cost. Digital promotion increases destination visibility, creates a stronger brand, and increases the conversion rate from interest to visitation.

## **2.3 Short Film**

Usually lasting less than 40 minutes, short films are succinct audiovisual productions intended to convey powerful stories in a brief amount of time. Due to its effectiveness, emotional appeal, and platform adaptability, short films have gained popularity in Indonesia as a means of disseminating advertising and instructional messages (Suryani and Pratama, 2021). The message is simpler to recall because of its

succinct format, which enables creators to concentrate on particular themes, characters, or locales. Because of this feature, short films can be used for a variety of purposes, including public awareness campaigns, cultural distribution, and travel advertising. Short films offer a chance to showcase a destination's identity through powerful narratives in the context of tourism.

Through visual tales, short films also have a big impact on how viewers view different places. According to Wijayanti and Utomo (2020), short films made for Indonesian tourism are successful in capturing the culture and values of the country, which piques viewers' curiosity and fosters favorable opinions about the places they highlight. These movies have the power to turn locations into emotionally stirring experiences through narrative strategies, cinematography, and cultural components. Beyond merely conveying information, this narrative-driven strategy piques viewers' interest and fosters a sense of connection that may encourage them to explore the site. Short films are therefore becoming more widely acknowledged as a tactical instrument for Indonesian tourism branding.

Additionally, short films are now acknowledged as effective tools for promoting travel destinations. According to Frost (2010), movies have the power to affect how viewers envision and feel about locations, which frequently affects their desire to travel. Short films can create a powerful impression of a destination in the eyes of viewers around the world by fusing storytelling with cinematic skills. When disseminated via digital channels, they provide an affordable means of reaching a variety of audiences and promote natural sharing. Short films are positioned as a crucial medium in contemporary tourism promotion due to its narrative strength and digital accessibility.

## **2.4 Video Making Process**

Video production is a creative and planning process that involves creating audiovisual content that combines visual, audio, and storytelling elements. The delivery of artistic messages to audiences, intellectual thinking, and technical

processing are all part of the process. Video not only serves as a medium of entertainment, but also as a strategic tool for conveying ideas and influencing audience perception. According to Cahyadi and Tangsi (2020), video is a type of visual communication that can provide a more immersive experience than other media because it can combine information dynamically and interactively. In video production, the combination of ideas and sound production techniques is very important. Rhythm, color, background music, visual layout, and music are very important for creating atmosphere and conveying messages in videos. Therefore, the success of a video depends on how well the creator can process technical and artistic elements simultaneously. According to scenefactory.tv (2024), The key factor in the success of digital communication based on video is the high quality of the video production as well as the ability to convey emotions and meaning visually. This is because elements like clear visuals, high-quality audio, and effective pencahayaan techniques can increase viewers attention.

In addition to serving as a creative medium, video is a strategic tool in various fields such as marketing, education, and tourism promotion. When used in tourism promotion, video has the power to shape the image of a destination, attract attention, and build emotional connections with tourists. According to Cahyadi and Tangsi (2020), videos that use visual storytelling techniques are more easily accepted by viewers because they appeal to their cognitive, emotional, and creative aspects. In the video production process, it is very important to understand the audience demographics and distribution platforms. This is because the standards and presentation styles on many digital platforms, such as YouTube, Instagram, are different, so the creative process must be adapted for each platform.

### **2.5.1 Pre-Production**

Pre-production is the earliest and most important stage in the audiovisual production process. At this stage, the entire creative and technical foundation of a project is designed and prepared thoroughly before filming

begins. The success of a production depends heavily on how well-planned this stage is, as even minor mistakes in pre-production can have a major impact during filming and post-production. The first aspect of pre-production is the formulation of ideas or concepts. A strong project always starts with a sharp and focused story idea. After that, the script or scenario is written to describe in detail the storyline, dialogue, and visualization of the scenes. This script then becomes the main guideline for the entire team in carrying out the production. As explained by Field (2005), a good script serves as the backbone of the entire project and facilitates the development of other technical aspects.

The next step is to hold a program meeting and a production meeting. These meetings aim to align the perspectives of all parties involved, from producers, directors, screenwriters, to technical crew. This is where task distribution, workflow discussions, and the formation of the production team take place. Additionally, a location survey (recce) is conducted to determine suitable filming locations that meet visual and technical requirements, such as natural lighting, access, and potential noise disturbances from the surrounding environment. Once the location is determined, a systematic shooting schedule is drawn up. This schedule includes details of the scenes to be shot, the time, location, and personnel involved. The goal is to optimize time, crew efficiency, and logistics on set. Zettl (2014b) emphasizes that an effective production schedule will greatly help in avoiding delays and waste of resources.

Finally, a series of technical and production meetings are held, including the preparation of call sheets, casting, wardrobe and prop adjustments, and technical equipment checks. Additional planning activities, such as safety risk analysis, are also important to ensure that the production process runs professionally and safely. All these activities form an interconnected whole and determine the smoothness of the production process up to the post-production stage (Rabiger & Hurbis-Cherrier, 2020).

## **1. Story Concept**

The formulation of ideas or concepts is the initial foundation that determines the direction of the entire production process. Story concept must be clear, compelling, and logically expandable into a visual and dramatic narrative that can engage the audience (Field, 2005). At this stage, the creative team usually explores basic ideas through in-depth discussions to find strong, relevant premises that have artistic and commercial value. The idea must be logically developable and have the potential to be visualized into a narrative that is communicative, emotional, and aligned with the target audience. In many cases, a good idea does not stem solely from creative inspiration but is also reinforced by in-depth research into social, cultural, or contemporary trends that are currently emerging. At this stage, the genre, directing style, and initial technical approach are also determined, which will serve as a reference for the entire crew in translating the idea into reality. Therefore, this process is very important to be carried out collaboratively and open to input from various parties, including producers, directors, screenwriters, and sponsors if there is commercial involvement.

## **2. Script Writing and Screenwriting**

Scriptwriting or screenwriting is the next step after an idea or concept has been thoroughly formulated, a process that requires not only narrative literacy skills but also a deep understanding of dramatic structure, characterization, and visual flow, which will form the basis of the entire production process. According to McKee (1997), a well-written script must contain a strong dramatic structure, authentic character arcs, and engaging conflicts to fully support the visual medium. The script must include authentic dialogue, detailed scene descriptions, and technical instructions that facilitate other departments such as cinematography, art direction, and directing in translating the script to the screen. In modern production, scripts are often accompanied by shooting scripts or continuity scripts, which

provide additional details such as blocking, scene duration, and precisely designed visual and audio transitions. It is not uncommon for the screenplay writing process to require several major revisions based on feedback from producers or directors to align the artistic vision with technical limitations or budget constraints. Therefore, screenwriters must possess flexibility and openness to the collaborative process to ensure the final script can be executed optimally during production.

### **3. Program Meeting**

A program meeting is a crucial pre-production activity where all key creative and technical personnel align their goals, ensuring everyone shares a common understanding of the project's requirements and expectations (Rabiger, 2013). This meeting discusses various fundamental aspects such as directing style, visual tone selection, technical requirements, target audience, and desired distribution format. The discussions held during the production meeting serve as the starting point for establishing the production framework, which will be followed by the creation of schedules and personnel assignments across each division. Additionally, this meeting serves as an opportunity to identify potential challenges that may arise during the production process and collectively formulate initial solutions. Decisions made during the production meeting are typically documented in the form of minutes or a production brief, which serves as the official reference for all team members throughout the production process.

### **4. Location Survey**

An important process in the pre-production stage known as location scouting involves visiting the planned filming location in person to determine whether it meets the visual, technical, and logistical requirements for production. To reduce problems that may arise during filming, Brown (2016) says location scouting should consider lighting, sound, accessibility, and visual appeal. During a location survey, a team typically consisting of

the director, cinematographer, art director, and production manager works together to assess factors such as natural lighting, visual background, noise levels, and accessibility for the crew and equipment. The information gathered during the location survey will determine various things, such as whether additional lighting equipment is needed, crew transportation routes, and permits from local authorities. It is not uncommon for the initial location to be chosen because logistical issues or visual appeal do not meet technical requirements. Therefore, the survey process is crucial for mitigating risks during production. As such, location surveys must be conducted carefully and include adequate visual documentation to enable the entire production team to analyze them.

## **5. Film Schedule**

A shooting schedule is a crucial process in pre-production that requires detailed analysis of the script, location availability, actors, crew, and technical resources to ensure that the production process runs efficiently, on time, and within budget. In practice, scheduling involves using a script breakdown, where each scene is grouped based on location, day requirements, shooting time, and technical elements needed such as lighting, special effects, or sound. The schedule is created using tools like stripboards or production software like Movie Magic Scheduling, which allows for flexible scene rearrangements while maintaining production efficiency. Weaknesses in scheduling can lead to conflicts between schedules, production delays, or cost overruns because the crew and equipment must remain on standby longer than planned. Effective schedule must realistically account for actor availability, location permits, technical setup, and transitions between scenes, ensuring that all scenes can be completed smoothly and without delays (Zettl, 2014a). Therefore, the role of the first assistant director or production manager is vital in ensuring that the schedule

is realistic, logical, and agreed upon by all parties involved before production begins.

## **6. Technical Meeting**

Technical meetings are the next steps after program meetings, focusing more on operational details in the field, where all department heads, According to Millerson (2009), technical meetings enable the crew to review camera setups, lighting plans, sound requirements, and equipment allocation so that everyone is prepared before shooting. Production meetings serve to share general information such as the overall schedule, rundown, and task assignments, while technical meetings will discuss technical details such as camera setup, lighting composition, actor blocking, and coordination of transitions between scenes. These meetings are crucial for synchronizing workflows across departments to prevent miscommunication on set that could hinder workflow. During these meetings, simulations or preliminary checks are also conducted on specific technical scenarios, such as equipment placement or special requirements for complex scenes. Meeting outcomes are typically documented in call sheets and technical sheets, which serve as daily guidelines for the crew during production.

## **7. Supporting Planning Activities**

Supporting planning activities include a variety of activities that functionally complement and support the smooth running of the entire production process, from creating call sheets, selecting actors (casting), preparing wardrobe and props, to thoroughly checking the technical equipment to be used (Cleve, 2017). A call sheet, for example, is an important document containing detailed information about the daily shooting schedule, locations, actor names, crew arrival times, and specific logistical requirements for each scene. Casting is not only based on acting ability but also on visual character suitability with the story concept, as well as availability during the production process. Wardrobe and props must also

be prepared systematically, aligned with the script and visual color scheme, and procured well in advance of the production date. Additionally, checking camera equipment, audio, grip, lighting, and other tools is a crucial step to avoid technical issues during production. All of these tasks are planned to avoid potential problems in the workplace and to ensure that all production components work properly and professionally.

### **2.5.2 Production**

Everything planned during the pre-production stage is carried out in real life during the production stage, which is an important stage in the filmmaking process. Filming, lighting, set design, directing actors, camera work, and coordinating the production team on set are all important tasks at this stage. During the production process, innovation and technical skills are combined to record scenes according to the storyboard and script that have been determined in advance. The production phase relies heavily on careful preparation, solid teamwork, and a technical understanding of the visual narrative. Precision and time efficiency in shooting are crucial because this is the most intensive and expensive stage. Camera angles and shooting styles are visual elements that are essential for conveying the cinematic message desired by the director strategic role in conveying the cinematic message intended by the director.

#### **1. Camera Angle**

##### **- Eye Level Angle**

In cinematography, the eye point of view is a neutral point of view where the camera is positioned close to the subject's eyes. Because the audience sees the world as it should be, this point of view creates a natural and objective impression. The eye point of view is also good for conversations or situations that do not require visual tension. This point of

view helps build subtle emotional intimacy within the context of the story without forcing the audience's feelings toward the characters. Although it seems like a simple thing, regular use of the eye point of view can help strengthen visual continuity.

- **High Angle**

To achieve a high angle, the camera is placed above the subject and points downward so that the subject appears small or weak. This angle is often used to show emotional pressure on a character or the dominance of the environment. For example, when someone experiences defeat or fear, a high angle visually enhances the feeling of helplessness. By creating intense psychological dynamics, the audience feels as if they are seeing the subject from the perspective of authority. A high angle and dim lighting are very effective in enhancing the dramatic effect.

- **Low Angle**

A low angle gives an impression of strength, power, or even intimidation by placing the camera below the subject and facing upwards. This angle is often used to depict powerful or antagonistic characters in a story. The subject appears dominant from this perspective because the audience feels “small” compared to the subject. Low angles are often used in action movies to highlight the courage or grandeur of the main character. This angle can also reinforce the grandeur of the background or architecture behind the character.

- **Over the Shoulder Angle (OTS)**

OTS shots, also known as over-the-shoulder shots, show the character's point of view during interactions or conversations with the

camera behind their shoulder. This point of view makes the audience feel as if they are in the room with the characters. This shot is very effective for showing the characters' reactions alternately while maintaining the flow of the story. Because OTS helps explain the relationship between characters, it is also often used in interview or negotiation scenes. The success of OTS depends on the balance between the camera position and the focus on the characters.

- **Bird's Eye View**

A bird's-eye view, also known as a top-down view, presents a vertical perspective from above, giving the impression that objects are only a small part of the overall environment. This perspective depicts isolation, spatial order, or even chaos in a wide scene. The audience is positioned as divine witnesses who oversee everything from a divine perspective. In the opening of a scene, this perspective is often used to introduce the location or create a symmetrical visual pattern. To capture this perspective, a drone or crane is usually required.

- **Frog Eye View**

A worm's-eye view is a shot taken from a very low angle, making objects appear very large or intimidating. This is different from a bird's-eye view. This perspective offers a dramatic viewpoint that is rarely used, but is very effective for emphasizing the size or grandeur of an object. In some cases, this perspective can leave people in awe or fear, especially when used on large architectural structures or giant characters. To use a worm's-eye view, you need to carefully consider where the object will be placed to ensure that it remains in focus and proportional. A strong visual impression leaves a lasting impression on the audience.

## 2. Type of Shots

### - Extreme Long Shot

This scene captures a very wide view, commonly referred to as a wide shot or establishing shot, which is used to introduce a location or environment. With this angle, the camera can see a large area, highlighting the vastness and beauty of the surrounding environment. When subjects are placed within the frame, they appear small and insignificant compared to the vastness of their surroundings, emphasizing their isolation or the scale of the setting. For example, a character may be walking in the distance across a vast desert landscape, barely visible against the expansive background. This type of shot conveys the scale of the setting and can evoke feelings of loneliness, grandeur, or the intimidating nature of the environment compared to the subject.

### - Long Shot

Wide shots show the subject in its entirety, including the surrounding environment. Wide shots in drama or action scenes show the physical movements and positions of characters in the context of space. This allows the audience to see the interaction between the characters and the space they occupy. This technique allows actors to perform in full frame. Opening scenes or big action scenes usually use wide shots.

### - Medium Long Shot

In this shot, the subject is depicted from a balanced perspective from the knees up, highlighting both the environment and the individual. This shot effectively depicts the character in sufficient detail while maintaining elements of the environment. This frame is particularly useful in dialogue scenes because it gives the audience a chance to see the upper body and facial expressions of the characters while providing context about

their environment. For example, during a conversation between two people, this shot would show the upper body of one person, their facial interactions, and part of their background; this establishes their spatial relationship and setting. This method helps create a sense of engagement and intimacy by placing the characters in a broader context.

- **Medium Shot**

Medium shots typically capture subjects from the waist up, providing a balance between facial expressions and body language. Because they are close enough to capture expressions while still showing body movement, these shots are ideal for dialogue between characters. To create visual intimacy with characters, medium shots are an important component of interpersonal scenes. Audiences feel more familiar with characters because this camera placement and distance reflect common social interactions. These transitional shots are used frequently throughout the film.

- **Medium Close-up**

Characters are shown from the chest up in close-up, allowing the focus to be on facial expressions while maintaining the background. This shot is often used when characters reveal their feelings or during important dialogue. Facial expressions become clearer with this composition while maintaining body dynamics. In addition, this shot maintains a balance between objectivity and subjectivity in the story. Close-ups are very popular in comedies and dramas.

- **Close-Up**

Close-up shots show faces or objects in detail, usually from the neck up. Subtle emotional expressions, such as fear, joy, or confusion, are displayed using this technique. Every subtle movement on a character's

face is noticed by the audience due to the tight frame. In addition, this technique is used to increase dramatic intensity in important situations. In visual narratives, close-ups help the audience empathize with the characters.

- **Big Close-Up**

This shot is more similar to a close-up because it focuses on parts of the face, such as the eyes or mouth, creating a strong sense of intimacy and drawing intense attention to small details by enlarging these elements. This type of scene is particularly effective in certain situations because it highlights subtle changes in expression and nuance, allowing the audience to closely observe the character's emotional state and thoughts. By isolating and enlarging one aspect of the face, this scene enhances the dramatic effect and creates a stronger bond between the audience and the character.

- **Extreme Close-Up**

A very close shot, often showing only a specific part of the face or object, such as the hands, lips, or eyes, is known as an extreme close-up. This shot is used selectively and dramatically, usually to build tension or emphasize important elements. The details shown reinforce the symbolism or psychology of the character. This technique is effective in creating intense feelings, whether in romantic or horror scenes. This shot should be used carefully to avoid isolating the audience from the rest of the visual context.

### **2.5.3 Post Production**

Following pre-production and production, post-production is the last phase of a project. Ken Dancyger (2007) defines post-production as the process

of combining and perfecting all of a movie's components. Adding visual effects, altering sound, editing images, and finishing the music are all included in this step. The stage of post-production is when the movie is really transformed into the finished product that viewers will see. Maio (2024) states that the post-production process consist of nine stages, which are as follows:

### **1. Image Editing**

Image editing is the first step in post-production, which aims to arrange the visual flow in a coherent and interesting manner. This process includes selecting the best clips, trimming unnecessary parts, and arranging the sequence of scenes according to the script. Editors also correct colors, lighting, and contrast to make the visuals more uniform and support the mood of the scene. To smooth the transition between scenes, visual effects such as transitions and overlays are used. Proper editing allows the storyline to be conveyed clearly and the rhythm to remain consistent. By arranging scenes appropriately, this technique can also bring dramatic or emotional moments to life. Editing involves narrative logic, emotion, and aesthetics. To ensure that the vision of the story remains intact, the editor and director must work together in this process. The finished edited footage will form the basis of the film, ready to be refined in the next stage.

### **2. Sound Processing**

Sound processing includes the creation and adjustment of non-dialogue sound components such as sound effects, background sounds, and foley sounds. To give the audience a realistic impression, each sound must be adjusted to the movements and visual context. For example, the sound of footsteps, rustling fabric, or the blowing of the wind must be conveyed accurately to create an atmosphere that matches the scene. Sound designers and foley artists carry out this process, recording sounds manually or digitally. In addition, background sounds, such as nature sounds or city noise, are added to create the atmosphere of the location. To avoid overlap, it is important to balance the volume of the

sound elements. A good sound processing enhances the immersive experience of the audience and the cinematic quality. Well-designed sound can convey feelings, add depth to the story, or create tension. Sound, like images, is essential to support the film's plot.

### **3. Scoring and Securing Music**

Shaping emotions, setting the pace of the story, and creating a certain mood are all important results of the music used in films. Composing original music tailored to the theme, mood, and rhythm of the film allows for the creation of music. Each scene has a specific emotional purpose, which is identified by the composer and director before they create a composition to support it. The production team can choose existing royalty-free music if new music is not created; however, they must ensure that the music fits the story. Music can increase tension, highlight climaxes, or smooth transitions between scenes. In addition, the placement of music must be planned so that it does not interfere with dialogue or other sound effects. Often, this procedure is done simultaneously with image editing to ensure proper synchronization. With the right music, the film will have a deeper emotional effect and be more memorable. The creation of music is an important component of a film's artistic identity. Therefore, music serves as a key supporter of the story, not just a complement.

### **4. Sound Mixing**

The sound balancing stage, such as music, dialogue, and sound effects, is carried out to make it sound proportional and harmonious. To avoid sounds that are too dominant or muffled, this process is carried out carefully. In terms of audio, mixing also helps maintain smooth transitions between scenes. This is done by adjusting the volume and frequency so that the dialogue is clear and not drowned out by music or sound effects. Professional audio equipment and a keen ear are necessary for this process. The audience's enjoyment of a film is greatly influenced by good mixing. Good mixing creates a soundscape that

blends perfectly with the images. To achieve the ideal balance, several changes are usually necessary. Mixing serves as a link between technical processing and the creation of emotional atmosphere in a film.

### **5. Adding Visual Effects (VFX)**

Visual elements that cannot be recorded directly during production are enhanced with added visual effects. Map visualizations, location overlay text, and digital cinematic transitions are examples of this. VFX is often used in documentaries or promotions to clarify information or enhance visual appeal. Specialized editing software is used to perform this process, which allows for the alteration or creation of new visual elements. VFX is also used to hide technical errors or refine frame composition during shooting. The effectiveness of visual effects depends on their ability to integrate seamlessly with the original image so that they do not appear unnatural. To avoid excessive use of visual effects that distract from the story, the addition of visual effects must be balanced. Effects should support the story, not just showcase technology. VFX helps showcase tourist destinations in an appealing way in short promotional films such as “Jalan Nostalgia” As a result, this process is carried out with consideration for both functional and aesthetic value.

### **6. Color Grading**

Color grading aims to provide visual unity and strengthen emotional resonance in a film. Color, contrast, and saturation adjustments throughout the scene are possible through this process to achieve zero. Warning signs such as orange and yellow may trigger feelings of nostalgia, but warning signs such as blue can also be signs of a calm or mysterious scene. Color grading also helps depict the time, place, or dimension of a story in a film. Software is used specifically to manipulate precise warnings. In addition to enhancing aesthetics, this technique reinforces the emotional and psychological aspects of the viewer's experience with images. Color grading is a crucial component in creating a professional and clean visual style. Good color grading can draw

attention to the most important elements in the frame. This step involves collaboration between the editor and colorist to develop their artistic vision.

## **7. Title, Credit, and Graphics**

The process that puts the finishing touches on a film is adding titles, credits, and supporting graphics. Typically, the opening title displays the name of the film and its creators in a design that matches the visual theme of the film. The closing credits give recognition to the crew and cast. Additionally, supplementary text, such as lower thirds and information overlays, can be used to explain the film's content, especially in documentaries or promotional films. All text components must be designed with fonts, sizes, and colors that are easy to read without distracting from the main visual elements. To maintain a professional appearance, text must be positioned correctly and styled consistently. Furthermore, graphics can be used to show the time, location, or important quotes in an informative manner. By adding these elements, the story is enhanced without changing the main image. The focus on details in the final stages of film production is also evident at this stage. A good film title and credits will strengthen the overall identity of the film.

## **8. Creation of DCP (Digital Cinema Package) Format**

For movie screenings in digital theaters, the Digital Cinema Package (DCP) format is the industry standard. DCP are created by converting movie files to the desired format, adjusting the resolution, and including metadata such as subtitles or multilingual audio. DCP ensure that movies can be viewed with the same experience wherever they are shown. This format is typically used when films are screened at festivals or on the big screen. To prevent piracy during distribution, DCP also feature security systems. Professional technicians who understand cinema industry standards carry out this process. The presence of DCP ensures that the quality of the work does not deteriorate when screened publicly. As a result, DCP creation is an important step in professional film distribution.

## **9. Promotion and Distribution**

The final stage of film production is promotion and distribution to reach as many viewers as possible. Promotion is carried out through social media, trailer creation, digital posters, or screenings on video platforms such as YouTube. The type of distribution chosen depends on the target audience, whether it is through film festivals, events at educational institutions, or online publications. To attract viewers, promotional content must be engaging and informative. Captions and supporting stories must be persuasive in addition to visual promotions. The timing of uploads and distribution channels also affect how effectively the film is disseminated.

### **2.5.3.1 Subtitling**

Subtitling, which facilitates communication between languages in audiovisual works, is an important component of the post-production process. Film subtitles allow viewers who do not understand the original language to follow the storyline. Subtitling not only serves as a translation tool, but also helps make films more accessible, especially for viewers with hearing impairments. Subtitles become a cultural bridge that connects local works with audiences around the world in the globally growing film industry. Therefore, subtitling must consider not only the translation of the text, but also the cultural context and feelings conveyed in the dialogue.

Effective subtitles must meet important quality criteria such as readability (clear font, contrast, text length), synchronization (timing that matches the speech), and appropriate display duration to ensure that viewers can read comfortably without disrupting the visual flow (Karakanta et al., 2020). The clarity of the text displayed, including font position, color contrast, and font size, is referred to as readability. Synchronization is a term that refers to the length of time that elapses between the appearance of the subtitle and the intended dialogue or scene. It is very important to pay attention to the display

duration because if it is too fast, the audience will not have time to read it, and if it is too long, it can disrupt the visual flow. Therefore, subtitling requires artistic and technical skills as well as a deep understanding of the source and target languages. Subtitle creators must be able to simplify sentences while retaining their main meaning.

Subtitles are very important for conveying cultural values, especially in films that are full of idiomatic expressions, local jokes, and social references. Cultural adaptation is often involved in this process to ensure that viewers understand the intended meaning even if the original context is different. For example, unusual terms or expressions in one language can be adapted to more familiar ones in the target language without losing the message or emotional effect. Domestication methods are used to make the text more familiar to the target audience. In some situations, foreignization strategies are used to preserve foreign nuances in the story and teach the audience about other cultures.

Subtitles are very important in language education and learning. A study by Trofimovich and McDonough (2021) found that subtitles, when used in second language learning, can help with vocabulary, sentence structure, and pronunciation. Viewers can associate words with spelling and meaning when they listen and watch subtitles at the same time. However, their effectiveness is highly dependent on the quality of the subtitle translation; translation errors or poor presentation can be misleading. Therefore, the use of subtitles in education requires a high degree of accuracy and appropriate language adaptation for the target audience. Movie subtitles can also help viewers understand the cultural context of the foreign language being used.

Automated software such as Aegisub, Subtitle Edit, and AI has accelerated the subtitling process in today's digital age. Human involvement is still necessary to ensure translation quality and contextual adjustments, even though technology can speed up the transcription and synchronization process.

Human editors often edit the output of automated tools to make it more accurate and culturally sensitive, even in professional projects. The demand for high-quality subtitles has increased alongside the spread of films on global platforms such as YouTube and Netflix. As a result, understanding the theory and practice of subtitling has become an essential skill in the contemporary audiovisual industry.

The principles, methods, and approaches proposed by Carroll and Iverson (1998) will form the basis for the subtitling process of the short film “Whispers of Semarang: A Reunion Tale Set in Semarang’s Soul.” Some of the technical requirements that will be used as a reference are as follows:

1. Subtitles are only allowed to consist of two lines, with a maximum length of 35 characters per line. This limitation is intended to ensure that the text is easy to read and does not interfere with the overall visual appearance of the film;
2. Each translated text must appear on the screen for a duration of between 1 and seconds. This time range is considered sufficient to ensure that viewers can read the subtitles comfortably without falling behind the storyline;
3. Subtitles are placed at the bottom of the screen and must avoid areas displaying important visual elements. This placement helps maintain the audience's focus on the story while still providing access to the text;
4. Transitions between subtitles must be smooth and appear in sync with the dialogue or scene changes. This timing enhances understanding of the content being displayed;
5. The use of capital letters, punctuation, and writing style must be consistent. This is done to make it easier for viewers to read and to enhance visual comfort;

6. Punctuation must be used regularly and clearly, while writing styles such as italics are used to indicate thoughts or unspoken conversations. This helps distinguish between direct dialogue and internal narration;
7. Text colors must have sufficient contrast with the background to remain legible in various display conditions;
8. Throughout the film, the style and format of subtitles must be kept consistent. This consistency creates a more professional viewing experience and helps viewers follow the storyline more effectively.

By following these guidelines, subtitles will function optimally as a means of increasing the accessibility and understanding of the film's content, so that it can be enjoyed by viewers from various linguistic and ability backgrounds.

## **2.5 Social Media**

According to Burgess and Green (2009), YouTube, one of the world's largest social media platforms, has changed the way people view, share, and interact with video content. As a video sharing site, users can upload, watch, and comment on videos. This platform not only provides entertainment, but also helps people communicate, market, and learn. YouTube allows users to create rich and engaging content as part of the social media ecosystem; this aligns with Kaplan and Haenlein's (2010) definition of social media, which emphasizes user-generated content production and sharing. By giving people the opportunity to express themselves, form communities, and even monetize their material, YouTube reinforces the role of social media in the creative economy.

Overall, YouTube, as an important part of social media platforms, has a large and significant influence on many aspects of human life. Strict guidelines are applied by YouTube to control user behavior. Perdana (2018) states that these community standards provide guidelines for good behavior in the YouTube community. Therefore,

all members must pay attention to and comply with all applicable rules to avoid undesirable results. Among these guidelines are:

- a. Sexual or nudity content
- b. Violent or vulgar content
- c. Content that contains hate speech
- d. Spam, misleading metadata, and fraud
- e. Harmful or dangerous content
- f. Copyright
- g. Threats

YouTube's content guidelines aim to ensure that the community remains respectful and safe for all users. Because violent, vulgar, hateful, sexual, or nudity content can hurt viewers and encourage bad behavior, the site strictly prohibits such content. Additionally, harmful or dangerous content is prohibited to maintain the integrity of the platform and protect users from fraudulent activity, spam, scams, and misleading metadata. This is because such content can harm others in the real world or encourage risky behavior. Copyright infringement is strictly addressed to protect the intellectual property rights of authors. Finally, any threats are strictly prohibited to keep all users safe. Content creators must comply with these guidelines if they wish to maintain their YouTube presence and support a safe and friendly online community

## **2.6 Blenduk Church**

In Central Java Province, Blenduk Church officially called GPIB Immanuel Semarang is the oldest Protestant church. Constructed in 1753, the chapel holds significant historical significance as a silent record of Semarang's evolution over the ages. With two twin towers, a massive copper-plated dome, and an octagonal shape that recalls the European colonial architectural style, the church's architecture is distinctive because to a significant refurbishment that took place between 1894 and 1895. For both Christians and the general populace of Semarang, the church is a significant historical emblem (Liburasik, 2021). With its classical interior featuring tall

pillars, stained glass, and an antique organ, Blenduk Church generates a holy ambiance that is ideal for a film that aims to reveal a city's emotional and historical depth (Kompas, 2021).

Blenduk Church, which connects the colonial past with the present, has a high cultural value as part of Semarang's *Kota Lama* neighborhood, which is home to numerous historic buildings. The church serves as a public venue that informs both domestic and foreign tourists about Semarang's history and culture in addition to being a place of prayer. Blenduk Church's location in the heart of Semarang's *Kota Lama*, also referred to as "Little Netherlands", makes it an ideal setting for a movie that aims to evoke sentimentality, introspection, and nostalgia. Blenduk Church was chosen as the filming venue for this film because of its spiritual aura, which can reinforce the story's central theme of reunion and recollections.

The church serves as both the backdrop and a live character in this film, symbolizing Semarang's "soul," which is brimming with memories and stories. The location selection also aligns with the goal of portraying the relationship between the past and present, as well as the feelings evoked by historic sites that have long served as mute witnesses to time's passing. The unique architecture and contemplative ambiance of Blenduk Church make it the ideal setting for the protagonists in the movie to engage in introspection and rekindle memories of their past. As a result, the church enhances the emotional depth of the story told in the film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" in addition to adding significant artistic value (Hudson & Ritchie, 2009).

## **2.7 Kota Lama**

*Kota Lama* is one of Indonesia's most significant historical sites in Semarang, which was founded in the latter part of the 17th century. The region developed as a consequence of a 1678 agreement between the VOC and the Mataram Kingdom that gave the VOC authority over Java's northern shore in return for their victory against the Trunajaya uprising. Later, the area centered around the Semarang River became a

colonial city with shops, city halls, military barracks, and forts. This area was previously called “Little Netherlands,” but is now called “*Kota Lama*” (Old Town) because its layout and architecture are similar to Dutch cities (Yuliati, 2019). Semarang's Old Town has significant historical meaning due to its political, economic, and cultural progress during the colonial period. The buildings that still stand today showcase a variety of different cultural styles, ranging from early modern Indian architecture to classic European Baroque. In addition, the layout of this area combines public, commercial, governmental, and religious activities, giving the impression that the Old Town is the center of an ancient civilization. The city government continues to strive to improve and protect the UNESCO World Heritage Site due to its historical importance and global appeal (Yuliati 2019).

*Kota Lama* is also in a great location because it is close to Tawang Station and downtown Semarang. In addition, this area has everything tourists need, such as banks, restaurants, and modern entertainment centers. *Kota Lama* serves as a new residential area that encourages urban growth and a cultural heritage site by combining modern technology with historical iconography. Raditya (2017) states that this strategy demonstrates how tourism can help revive historical places that have lost attention. *Kota Lama* provides a very good visual environment for moviemaking. Its colonial aura, imposing ancient buildings, cobblestone streets, and timeless feel make it an ideal location for musical films. For the short film “Whispers of Semarang: A Reunion Tale Set in Semarang’s Soul”, the *Kota Lama* creates an emotionally and historically significant ambiance that may bolster the narrative of memories, friendships, and encounters. Yuliati (2019) asserts that the usage of this location not only raises the artistic value but also subtly encourages travel via cinema. Additionally, selecting *Kota Lama* as a filming location aligns with tourism promotion plans centered on historical films. Tourists who want to see *Kota Lama* in the film can observe the unique colonial architecture and historical nuances that differ from other places. This will enhance Semarang's reputation as a city with unique cultural and historical wealth while helping to preserve cultural heritage.

## 2.8 Spiegel

In the *Kota Lama* area of Semarang, the Der Spiegel building is a bar and bistro. This is a shared workspace on the second floor. The Spiegel architecture adopts the Indische Empire style with railings under the roof and a balcony above the second-floor entrance. These elements reinforce the European colonial feel, making the *Kota Lama* area, known as “Little Netherlands,” even more attractive (Purnomo et al., 2020). Spiegel Bar and Bistro has also attracted the attention of architecture and travel journals as an example of how a colonial space can be transformed into a vibrant modern area. The building is very popular with domestic and international tourists because it retains its traditional European feel while adding a contemporary touch. Social use and historical meaning can be used to revive colonial structures without sacrificing their architectural uniqueness (*Rumah Jogja Indonesia, 2018*).

## 2.9 Titik Nol KM Semarang

Marking the 476th anniversary of Semarang City, a new monument called *Titik Nol KM* Semarang was inaugurated on May 5, 2023. The monument is shaped like a large circle with the words “*Nol Kilometer*” located in the *Kota Lama* area and has a park, adding to its appeal as a new destination for locals and tourists (Detikcom, 2023). This location serves as the cultural center of Semarang and is surrounded by historical sites such as *Kauman, Kampung Melayu, Pecinan*, and the *Kota Lama* from the colonial era. *Titik Nol KM* serves as a new symbol of the city's modernity along with its rich historical identity and geographical landmark due to its strategic location (*Halo Semarang, 2023*).

In the past, *Titik Nol KM* was the nexus of commerce and governance, linking the city's commercial center, Johar Market, and the Daendels Postal Route and Berok Bridge. It is also a symbol of variety and tolerance because of the presence of Bugis, Banjar, and Gujarati people, as well as Chinese who used to reside there (*Halo Semarang, 2023*). Because of its rich historical, aesthetic, and symbolic significance,

the *Titik Nol KM* was selected as the setting for the short film “Whispers of Semarang: A Reunion Tale Set in Semarang’s Soul”. With the presence of this monument and themes of reunion, nostalgia, and emotional ties to the city, the movie successfully captures "the heart of life" and the historical basis of Semarang. With its grand and meaningful backdrop, this location enriches the film's cinematography and conveys the message that Semarang is a place of friendship, history, and culture.

### **2.10 Tirang Beach**

One of Semarang City's marine tourism locations, Tirang Beach, has natural sandy beaches that have a lot of promise to become a top travel destination. Many people are not aware of this region because it is still relatively new and is located in Tugu District. But Tirang Beach is attractive because of its lovely coastline setting and tourism activities including fishing, boat tours, and sunset views (Muttaqin et al., 2023). Tirang Beach offers great potential for tourism in terms of amenities and attractions. Narrow, gravel roads that lead to the beach and the lack of potable water and power in the tourist area, however, still make it difficult to reach.

Tirang Beach was selected as the setting for the short film “Whispers of Semarang: A Reunion Tale Set in Semarang’s Soul” because of its dramatic and natural surroundings, which may give the narrative an emotional touch. This beach also showcases Semarang's undeveloped and pristine coastline. This makes it pertinent to the themes of deep links to the city, reunion, and nostalgia. Additionally, Tirang Beach's mangrove nature and sunset ambience offer a powerful cinematic backdrop that portrays Semarang's coastal life as serene and lovely (Muttaqin et al., 2023).

### **2.11 Previous Studies**

The research conducted by Alfito Dhiyu Priawan, Yetman Erwadi, Edy Safrizal, and Adif Akram (2024) in a journal titled *The Production of the Short Film “Balik Kampung” as a Medium for Promoting and Introducing Tourism in Bengkulu* contributes significantly to the development of tourism promotion strategies through

visual media. The background of this research stems from the challenges faced by the Bengkulu Provincial Tourism Office, namely low tourist visitation rates and ineffective promotion of local tourist destinations. To address these challenges, the researchers propose the production of a short film with a travel theme as an effort to introduce Bengkulu's tourism potential to the general public, particularly tourists from outside the region (Priawan, Erwadi, Safrizal, & Akram, 2024).

In addition, this study emphasizes how effective tourism promotion is through social media and video-based platforms such as YouTube, which can reach a larger audience. This aligns with the changing media consumption patterns of modern society, which increasingly prefers visual and narrative content. Additionally, the structured creative process from planning to post-production is key to successfully conveying promotional messages that are not only informative but also emotionally impactful. This activity indirectly enhances the awareness of stakeholders at the Tourism Department regarding the importance of promotional innovation in their work programs.

This study is highly relevant to the thesis research “Whispers of Semarang: A Reunion Tale Set in Semarang’s soul” which adopts a similar approach and objectives, namely using short films to introduce regional tourism potential through strong visual and emotional narratives. Both emphasize the importance of storytelling in capturing audience interest and showcasing local uniqueness as the primary attraction. Therefore, this journal can serve as an empirical foundation to strengthen the argument that short films are an effective tourism promotion strategy, adaptable to technological developments, and relevant to destination marketing needs in the digital age.

Another supporting study is a short film titled “*Jalan Nostalgia*”, uploaded through the Applied Foreign Language SV Undip YouTube channel in 2024. This film is the work of two students, Ronald Kinsky and Siti Anjani, aimed at introducing and promoting Grand Maerakaca as one of the premier tourist destinations in Semarang (Applied Foreign Languages SV Undip, 2024). In addition to Grand Maerakaca, the film also features other iconic tourist spots in Semarang, such as Lawang Sewu and

the Old Town area. The strong visual narrative combined with a touching storyline makes the film an aesthetically pleasing and communicative promotional medium.

In the context of the final project research “Whispers of Semarang: A Reunion Tale Set in Semarang’s soul” the film “*Jalan Nostalgia*” has strong relevance as it highlights Semarang's tourism potential through a cinematic approach. However, the difference in narrative structure is evident while “Whispers of Semarang: A Reunion Tale Set in Semarang’s Soul” adopts a non-linear plot structure with emotional elements that enrich character dynamics and time, “*Jalan Nostalgia*” adopts for a linear plot approach that progresses chronologically from beginning to end. The next reference work is a short film titled A Short Movie: A Phase Between Us, uploaded by Lathifa Mutiarani on YouTube in 2024. This film aims to promote the Ranggawarsita Museum through its visual strength and narrative, highlighting the beauty of the museum's artifact collection and atmosphere (Mutiarani, 2024). This study is relevant because it shows how short films can popularize cultural destinations by using a narrative approach that is both touching and aesthetic.