

CHAPTER I

INTRODUCTION

1.1 Background of Study

The tourist industry is undergoing a dramatic change in its marketing tactics in the midst of the rapidly changing digital age. Nowadays, tourists are looking for experiences that are significant, emotive, and customized; it is no longer sufficient for a place to merely display its natural beauty (Huang, Backman, & Backman, 2010). Players in the tourism industry have been forced by this tendency to reconsider their marketing strategies, particularly when it comes to showcasing the allure of travel locations through media that arouses feelings and creativity (Hudson & Ritchie, 2006). Using cinema as a tool to promote tourism is one strategy that is gaining more and more attention. Movies have the ability to evoke strong feelings in viewers, construct images, and alter their impressions of the places they depict (Beeton, 2016). Through story, people, and atmosphere, movies are able to do more than just visualize a location. As a result, movies are used as a strategic tool to deeply and meaningfully promote places (Connell, 2012).

In order to influence travelers' thoughts and decisions, tourism must be promoted. It talks about intentional efforts to market and position a location to attract tourists, build destination branding, and encourage economic growth (Morrison, 2013). One of the most effective ways to advertise travel to Indonesia is through film. Through moving stories and engrossing imagery, films have demonstrated themselves to be a powerful instrument for promoting travel in this setting. The potential of "movie-induced tourism" as a strategic branding technique was demonstrated by the example film "*Laskar Pelangi*," which dramatically increased visitor arrivals to Belitung Island (Wijaya & Rosikha, 2020).

As one of Indonesia's historical and cultural hubs, Semarang is a place with a lot of potential for usage as a movie scene. As the provincial capital of Central Java,

Semarang is not only physically significant but also rich in cultural diversity, historical legacy, and deeply held local values (Pratiwo, 2017). According to Handinoto (2011), the city serves as a bridge connecting the past and present, local and colonial culture, and memories and contemporary change. There is a reason why Semarang was chosen for this film. There are numerous facets to the city that have not yet been thoroughly investigated. There are stories about people, interactions, isolation, and history hidden behind its historic structures and unique urban feel that continue to have an impact on its residents' daily lives. Semarang is more than simply a place; it is a living being, a city with a "soul" that may evoke strong feelings in anyone who encounters it (Nugroho, 2019). Semarang offers a distinctive cinematic landscape with the opportunity to depict stories rooted in historical nuance and cultural passion thanks to its blend of architectural legacy and vibrant urban life.

The short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul," which was created for this final project, conveys the idea that Semarang is worth hearing as much as seeing, resonating in the city's historic areas like echoes of the past. The term "whispers" refers to hazy but enduring recollections; tiny voices from the past and interpersonal relationships that are resurrected through emotional interactions. On the other side, the title "Semarang's Soul" suggests that this movie portrays Semarang not just as a location but also as a person with emotions and a personality. The plot of the movie centers on a group of friends who grew up in Semarang. When they meet, they each bring their own stories, inner struggles, and life perspectives. Reunion is a topic that evokes feelings of hope, happiness, sorrow, and nostalgia.

Long-term devotion to a location might be sparked by the emotional pull that story experiences provide, claim Hudson and Ritchie (2009). This demonstrates that successful tourism promotion tactics give the audience experiences they will remember in addition to imparting knowledge. Showing off the place and giving the audience the impression that they are there is the aim. Other artistic and technical considerations have a role in the choice of short films as a medium. Short films can reach a large digital audience and provide storytelling that are succinct and targeted. Short films are

widely shared on social media and on websites like YouTube and Instagram. They are also adaptable and creative, giving you a closer-up, more intimate look at a city's cinematic side.

In order to promote tourism, the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" will be made utilizing Borg and Gall's (1983) research and development. By using this strategy, the film production begins with preliminary research, development, expert validation, and restricted trials, all of which are part of a research-informed approach. *Kota Lama*, Blenduk Church, Spiegel, *Titik Nol KM* Semarang, and Tirang Beach are only a few of the tourist attractions in Semarang City that will be thoroughly investigated through research. The historical and cultural significance of each of these sites will be thoroughly examined in order to emphasize their distinctive qualities.

In addition to creating a film as an artistic endeavor, the initiative hopes to contribute to a more considerate, compassionate, and significant tourism marketing campaign. The goal of this short video is to elevate Semarang beyond a mere tourist location to one that will be remembered. The film also serves as a way to become involved with the city's attempts to preserve its history and culture. The *Kota Lama* plays a significant role in the story, which helps the movie bring back memories of the value of heritage sites. The movie resurrects the city as a place that has sounds, memories, and flavors rather than treating it as a passive object. Through a more introspective and emotional lens, this artistic creation serves as a means to reestablish audiences' connection with the city. This film uses an emotional and narrative approach to encourage viewers to hear the city rather than just see it.

1.2 Research Questions

1. How is the process producing short film “Whispers of Semarang: A Reunion Tale in Semarang’s Soul: A Reunion Tale Set in Semarang's Soul” can be used as an emotional tourism promotion strategy for Semarang City, especially the *Kota Lama* area?

2. How is the stakeholder's feedback regarding the short film "Whispers of Semarang: A Reunion Tale in Semarang's Soul" for Semarang City?

1.3 Research Objectives

1. To make and design a short film called "Whispers of Semarang: A Reunion Tale in Semarang's Soul" that promotes tourism in an emotive way and makes Semarang City more appealing.
2. To find and look into the plot, pictures, and movies that were used to make an emotional connection with the audience through a reunion story set in *Kota Lama*.

1.4 Significance of the Study

1. This research academically contributes to the study of tourist promotion through a creative method utilizing audio-visual media and emotional narrative.
2. In practice, the findings of this study can serve as a guide for local governments, creative industry stakeholders, and tourism authorities in formulating more inventive and emotionally resonant tourism promotion methods.
3. This movie is supposed to bring back Semarang's local story and make people more aware of how important it is to protect historical places like the *Kota Lama*

1.5 Output of the Research

The result of this effort is a short film Whispers of Semarang: A Reunion Tale in Semarang's Soul that lasts 11 minutes and is about getting back together. The result of this study is in the form of a short film that will be uploaded on (YouTube). This short clip will help people learn about the tourism spot and get them to come.