

CHAPTER II

LITERATURE REVIEW

2.1 Tourism Promotion

Increasing awareness, improving attitudes, and lowering traveler weariness are all made possible by promoting tourism. Tourism promotion, according to Kotler et al. (2017), is more than just spreading knowledge; it also entails developing a perception of the destination in a congested market. Strong brand connections are created by strategic communication, emotional intelligence, and realism in effective promotional techniques (Pike, 2016). Modern tourism encourages experiential learning that emphasizes distinctive and regional forms of worship and mass marketing, claim Hsu, Dehuang, and Woodside (2009). By encouraging visitors to connect emotionally with the place, this strategy frequently boosts visitor satisfaction and promotes the location more than others. By carefully coordinating marketing initiatives with cultural identity, travel locations can encourage repeat business and recurring trips.

The promotion of tourism has become a multifaceted process thanks to creative industries like media and film. According to Hall (2019), innovative promotions can go beyond traditional marketing techniques by incorporating tourism-related messaging into narratives that appeal to a worldwide audience. Instead of just showing off sights, film-based marketing take viewers on an emotional journey and create an environment (Croy, 2010). This is consistent with the idea of destination image construction, which holds that media effects shape tourists' emotional and cognitive impressions prior to their actual trip (Kim & Richardson, 2003). Curiosity, emotional resonance, and a desire to travel are often sparked by destinations that are marketed with captivating narratives and eye-catching imagery. As a result, the most successful tourism marketing blends a strategic marketing framework with an innovative approach.

2.2 Digital Promotion

Digital marketing is one of the best strategies to promote Indonesian tourist attractions, particularly in light of the growing popularity of social media and video-based platforms. Prasodjo and Yulianto (2022) state that in order to connect with younger audiences and international travelers, Indonesian travel companies are increasingly utilizing digital tactics including Instagram advertisements, virtual tours, and brief promotional films. These digital techniques increase visitor interest and engagement by enabling locations to more interactively highlight their distinctive cultural qualities. Through online storytelling, local locations can also establish emotional bonds with tourists, giving them a competitive edge in the national tourism market. This change exemplifies how digital marketing, which prioritizes accessibility and direct communication, fosters the rise of sustainable tourism.

One of the main benefits of digital advertising is the capacity to develop marketing programs that are cost-effective, measurable, and targeted. According to Kotler et al. (2017), travel agencies can employ digital marketing performance analytics to examine audience behavior, customize their messaging, and adjust their tactics in real time. Online platforms, in contrast to traditional advertising, include interactive features that facilitate two-way contact and boost engagement and trust between destinations and prospective travelers. Additionally, because digital promotion offers worldwide access at a comparatively low cost, it is especially advantageous for emerging places with tight budgets. Digital marketing boosts the conversion rate from interest to visitors, builds a stronger brand, and makes destinations more visible.

2.3 Short Film

Short films are brief audiovisual creations that typically span less than 40 minutes and are meant to tell compelling stories quickly. Short films have been more popular in Indonesia as a way to spread advertising and educational ideas because of their efficacy, emotional appeal, and platform adaptability (Suryani&Pratama, 2021). Because of its concise nature, the message is easier to remember, allowing creators to focus on specific topics, characters, or locations. This characteristic allows short films

to be used for a number of things, such as travel advertising, cultural diffusion, and public awareness initiatives. In the context of tourism, short films provide an opportunity to highlight a destination's identity through compelling storylines.

Short films also significantly influence viewers' perceptions of various locations through visual narratives. Wijayanti and Utomo (2020) assert that short films produced for Indonesian tourism are effective in showcasing the nation's culture and values, which stimulates viewers' interest and cultivates positive perceptions of the locations they include. Through the use of narrative techniques, cinematography, and cultural elements, these films have the ability to transform locales into profoundly moving experiences. This narrative-driven approach does more than just present information; it engages visitors and creates a feeling of community that can entice them to explore the website. As a result, short films are increasingly being recognized as a strategic tool for Indonesian tourism branding.

Furthermore, short films are now recognized as powerful promotional vehicles for tourism destinations. Frost (2010) asserts that films have the ability to influence how audiences imagine and feel about places, which commonly influences their desire to travel. By combining storytelling with cinematic techniques, short films can give audiences worldwide a strong image of a place. They encourage organic sharing and offer a cost-effective way to reach a range of audiences when distributed through digital platforms. The narrative power and digital accessibility of short films make them an essential medium for modern tourism promotion.

2.4 Video Making Process

The video production process requires preparation and imagination to produce audiovisual works that combine narrative, sound, and visual elements. Technical processing, creative thinking, and conveying artistic messages to the audience are all part of this process. In visual communication, videos not only serve as a medium of entertainment, but also as a strategic tool for conveying ideas and influencing audience perception. According to Bordwell, Thompson, and Smith (2020), video is a type of visual communication that can produce a more immersive experience than other media

because it has the ability to combine information dynamically and interactively. Making videos requires a combination of creative skills and sound production methods. Rhythm, color, background music, visual composition, and music are very important elements of video for creating tone and conveying messages. Therefore, the success of a video depends on how well the creator processes artistic and technical elements simultaneously. According to Erislan (2020), effective digital communication methods using video must be able to convey messages and emotions visually and have high production quality. Video can not only be used as a creative medium but also strategically for various purposes, such as marketing, education, and tourism promotion. In tourism promotion, videos have the potential to create a positive image of a destination, arouse curiosity, and create an emotional bond with tourists. According to Bordwell, Thompson, and Smith (2020), videos that use a visual storytelling style can make it easier for viewers to accept them because they appeal to their cognitive and emotional aspects.

Additionally, understanding the peculiarities of the distribution platform and the audience is crucial to the video production process. The creative process needs to be adjusted for each website because numerous digital platforms, such as YouTube, Instagram, and TikTok, have different standards and presentation styles. According to Erislan (2020), the effectiveness of video as a promotional tool is determined by the accuracy of the information and the methods of transmission, not just by aesthetic appeal. This illustrates how making videos is a multifaceted process that requires combining technology, art, and communication strategies.

2.5 Social Media

One of the biggest social media platforms globally, YouTube, has completely changed how people watch, share, and engage with video content. Burgess and Green (2009) define YouTube as a website that facilitates the uploading, viewing, and commenting of videos. In addition to offering entertainment, the platform makes marketing, communication, and education easier. As a component of the social media ecosystem, YouTube enables users to produce rich and captivating content. This is

consistent with the definition of social media provided by Kaplan and Haenlein (2010), which places a strong emphasis on the creation and dissemination of user-generated material. YouTube gives users a place to express themselves, build groups, and even make money off of their content, which highlights the value of social media in the creative economy.

All things considered, YouTube, a crucial social media platform, has a profound and broad influence on a variety of facets of life. YouTube enforces stringent rules to regulate user conduct. Perdana (2018) asserts that these community norms offer guidance on proper conduct within the YouTube community. Therefore, all members must pay attention to and follow all established regulations in order to avoid unintended consequences. These rules include:

- 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 policy aims to maintain a safe and friendly community for all users. Because content that contains hate speech, aggression, or obscenity, as well as sexual or nude content, can harm viewers and encourage negative behavior, this website prohibits such content. Additionally, spam, scams, and misleading metadata are prohibited to maintain the integrity of the platform and protect users from unethical behavior. Harmful or dangerous content is prohibited because it can encourage dangerous behavior or harm others in the real world. To protect the intellectual property rights of creators, copyright infringement is strictly enforced. Finally, any form of threat to user safety is strictly prohibited. Content creators must comply with these rules to maintain their presence on YouTube and build a safe and friendly online community.

2.5.1 Pre-Production

The first and most crucial phase of the audiovisual production process is pre-production. At this point, a project's whole technical and creative framework is planned and ready before any filming starts. Because even small errors in pre-production can have a big influence during filming and post-production, the success of a production greatly depends on how well-planned this stage is. The creation of concepts or ideas is the initial step in pre-production. A compelling story idea is the foundation of each successful enterprise. The storyline, dialogue, and scene visuals are then thoroughly described in the screenplay or scenario. The team as a whole then uses this script as their primary guide for executing the production. According to Field (2005), a strong script forms the foundation of the project and makes it easier to construct additional technical elements.

A program meeting and a production meeting are the next steps. The goal of these sessions is to bring the viewpoints of the technical staff, producers, directors, and screenwriters into alignment. Here, the production team is formed, tasks are distributed, and workflow talks are held. To find appropriate filming locations that satisfy technical and aesthetic requirements, such as access, natural lighting, and possible noise disruptions from the surrounding area, a location survey, or *recce*, is also carried out. A methodical shooting schedule is created after the site has been decided. The scenes to be filmed, the time, the location, and the people involved are all specified in this timetable. On-set time, personnel productivity, and logistical optimization are the main objectives. According to Zettl (2014), a well-designed production schedule can significantly reduce delays and resource loss.

The final step is the conduct of a series of technical and production meetings, which encompass the compilation of call sheets, casting, wardrobe and prop adjustments, and technical equipment checks. Additional planning activities, such as safety risk analysis, are also crucial for guaranteeing the professional and safe operation of the production process. According to Rabiger and Hurbis-Cherrier (2020), the production process's efficiency is contingent upon the

interconnectedness of all these activities, which extends to the post-production phase.

1. Story Concept

The first step that establishes the course of the entire production process is the formation of ideas or concepts. A clear, captivating, and logically extensible story premise is essential for creating an audience-engaging, dramatic, and visual tale (Field, 2005). In order to identify solid, pertinent premises with both artistic and commercial worth, the creative team typically conducts in-depth conversations to examine fundamental concepts at this point. The concept ought to be logically expandable and capable of being envisioned into an emotionally charged, communicative story that appeals to the intended audience. Many times, a good concept is supported by thorough study into social, cultural, or current trends that are forming in addition to being the result of creative inspiration. In order to help the entire crew turn the concept into a reality, the genre, directing style, and first technical approach are also decided at this point. As a result, it is crucial that this process be conducted cooperatively and with participation from a range of people, including screenwriters, directors, producers, and sponsors if there is a commercial component.

2. Script Writing and Screen Writing

After an idea or concept has been well developed, the next step is scriptwriting, also known as screenwriting. This process necessitates not only narrative literacy skills but also a thorough comprehension of dramatic structure, characterization, and visual flow, all of which will serve as the foundation for the entire production process. McKee (1997) asserts that in order to properly support the visual medium, a well-written script needs to have a strong dramatic structure, genuine character journeys, and compelling conflicts. Authentic language, thorough scene descriptions, and technical directions that help other departments like cinematography, art direction, and directing translate the script to the screen must all be included in the script. Shooting scripts or continuity scripts, which offer extra

information including blocking, scene duration, and carefully planned visual and aural transitions, are frequently used in conjunction with screenplays in contemporary production. In order to connect the creative vision with technical or financial constraints, it is not unusual for the script writing process to have multiple significant alterations based on input from producers or directors. Screenwriters must therefore be adaptable and receptive to the collaborative process in order to guarantee that the finished script can be carried out as best it can during production.

3. Program Meeting

According to Rabiger (2013), a program meeting is an essential pre-production process in which all important technical and creative staff members coordinate their objectives and make sure they all have a shared knowledge of the project's requirements and expectations. A number of basic topics are covered in this discussion, including target audience, technical requirements, visual tone selection, directorial style, and preferred distribution format. Schedules and staff assignments for each division will be created after the production framework is established, which is based on the talks at the production meeting. This discussion also provides a chance to identify any problems that might occur throughout the manufacturing process and jointly develop preliminary fixes. Minutes or a production brief, which is the official reference for all team members during the production process, are usually used to memorialize decisions taken during the production meeting.

4. Location Survey

An essential pre-production step is location surveying, which entails physically visiting the intended filming sites to assess their suitability for the visual, technical, and logistical needs of the production. To reduce any problems during the shoot, a location study should consider accessibility, lighting, sound, and aesthetic appeal (Brown, 2016). The director, cinematographer, art director, and production manager usually make up the survey team. Together, they evaluate factors including natural lighting, the visual background, noise levels, and crew and

equipment accessibility. Numerous factors, such as the requirement for extra lighting equipment, staff transportation routes, and licenses from local authorities, will be determined by the data acquired during the location survey. The survey procedure is essential for reducing production risks since it is not unusual for a site that was first selected for its aesthetic appeal to fall short of technical specifications or provide unanticipated logistical difficulties. As a result, location surveys should be carried out carefully and with sufficient visual documentation so that the entire production team can analyze the results later.

5. Film Schedule

To guarantee that the production process proceeds well, on schedule, and under budget, a shooting schedule is an essential pre-production step that necessitates a thorough examination of the screenplay, available locations, actors, crew, and technological resources. Each scene is categorized according to location, day needs, shooting time, and technical requirements like lighting, special effects, or sound in a screenplay breakdown, which is how scheduling is really done. Production software like Film Magic Scheduling or tools like stripboards are used to design the schedule, allowing for flexible scene rearrangements while preserving production efficiency. Schedule conflicts, production delays, or cost overruns can result from scheduling flaws that force the workforce and equipment to wait for longer than anticipated. In order to ensure that every scene can be finished without any delays, an effective timetable must realistically take into account actor availability, location permits, technical setup, and scene transitions (Zettl, 2014). Thus, the first assistant director or production manager plays a crucial role in making sure that the schedule is reasonable, rational, and approved by all stakeholders prior to the start of production.

6. Technical Meeting

Following program meetings, technical meetings are held to discuss operational issues in the field. All department heads, In order to ensure that everyone is ready before shooting, Millerson (2009) states that technical meetings allow the team to go over camera setups, lighting plans, sound needs, and equipment allocation. While technical meetings will include technical elements like camera setup, lighting composition, actor blocking, and scene transition coordination, production meetings are used to exchange basic information like the overall schedule, rundown, and work allocations. These sessions are essential for coordinating departmental procedures and avoiding on-set misunderstandings that could impede productivity. Simulated or preliminary checks on particular technical scenarios, including equipment placement or special requirements for complex scenes, are also carried out during these meetings. Call sheets and technical sheets, which act as daily instructions for the team during production, are usually used to memorialize meeting outcomes.

7. Supporting Planning Activities

From creating call sheets, casting actors, preparing wardrobe and props, to carefully inspecting the technical equipment to be used, supporting planning activities encompass a range of tasks that functionally complement and support the seamless operation of the entire production process (Cleve, 2017). For instance, a call sheet is a crucial document that includes specifics regarding the daily shooting schedule, locations, actors, crew arrival times, and logistical needs for every scene. Casting is determined not only by acting prowess but also by availability throughout the production process and the visual character's fit with the plot. Props and the wardrobe must also be ordered well in advance of the production date, prepared methodically, and coordinated with the visual color scheme and screenplay. In order to prevent technical problems during production, it is also essential to examine the camera equipment, audio, grip, lighting, and other gear. All of these tasks are intended to remove any potential roadblocks on the

manufacturing site and guarantee that every aspect of the process operates accurately and expertly.

2.5.2 Production

The main step of the filmmaking process is production, where all of the pre-production-planned parts are actually carried out. Key tasks including filming, lighting, scene design, actor direction, camera work, and managing the film team on site are all included in this stage. In order to capture sequences in line with the pre-established script and storyboard, technical know-how and imagination are combined during the production process. The production phase's effectiveness is mostly dependent on meticulous planning, effective teamwork, and a technical grasp of visual storytelling. Since filming is the most costly and time-consuming stage, accuracy and time efficiency are of utmost importance. The director's intended cinematic message is strategically communicated through visual components including camera angles and shot types.

1. Camera Angle

- Eye Level Angle

The most popular and impartial viewpoint in cinematography is the eye-level angle, in which the camera is angled at the same height as the subject's eyes. Because the viewer views the world as they would usually, this viewpoint produces an impression that is both natural and objective. The eye point of view avoids a manipulative impression, making it suitable for discussions or situations that do not require a lot of visual tension. This point of view subtly reinforces the emotional closeness of the narrative without affecting the audience's feelings towards the characters. It seems like a simple thing, but frequent use of the eye point of view can improve visual continuity.

- **High Angle**

A high angle shot is created when the camera is positioned above the subject and looks down, giving the impression that the subject appears weak or small. The emotional pressure of a character or the dominance of the environment is often shown in this way. For example, when someone feels defeated or afraid, a high angle visually conveys a sense of helplessness. The audience's perception that they are viewing the subject from an authoritative perspective creates a powerful psychological dynamic. A high angle and dim lighting enhance the dramatic effect.

- **Low Angle**

By lowering the camera so that it faces upward, a low angle gives the subject an air of strength, power, or even fear. This angle is often used to depict characters who have influence or enemies in the story. By making the audience feel “small” compared to other subjects, this perspective makes the subject appear more dominant. Low perspective is commonly employed in action movies to highlight the hero's bravery or grandeur. The majesty of the background or architecture behind the character can also be emphasized from this position.

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

An OTS shot is a method where the camera is placed behind one of the characters' shoulders to depict their point of view during a dialogue or interaction. The audience appears to be in the same room as the characters thanks to this viewpoint. By alternating between the characters' replies, this shot effectively preserves narrative coherence. Because it helps frame the interaction between characters, OTS is very commonly employed in situations involving negotiations or interviews. The harmony between the camera's position and the two characters' attention is essential to OTS's effectiveness.

- **Bird's Eye View**

By displaying a vertical perspective from above, a bird's eye view gives the sense that the topic is merely a small portion of the surrounding landscape. In expansive situations, this viewpoint is employed to portray chaos, spatial order, or even seclusion. The audience is positioned as an all-knowing bystander, keeping an eye on events from a divine vantage point. This picture is frequently employed to establish a symmetrical visual pattern or to introduce the setting in scene introductions. Usually, in order to capture this angle, cranes or drones are needed.

- **Frog Eye View**

Worm's eye views, which are the reverse of bird's eye views, are taken from a very low angle, giving the impression that the thing is very huge or threatening. Although it is infrequently employed, this viewpoint offers a dramatic perspective that works wonders for highlighting the magnitude or grandeur of an object. This viewpoint can occasionally inspire awe or terror, particularly when used to depict enormous individuals or architectural objects. To keep the topic in focus and proportion when using the worm's eye view, careful blocking planning is necessary. The viewer is left with a lasting impression by the incredibly potent visual effect that is created.

2. Type of Shots

- **Extreme Long Shot**

Wide shots, often known as establishing shots, are intended to introduce or establish the context of a location or area. This image shows a very wide view. This viewpoint highlights the size and scope of the surrounding landscape by enabling the camera to see a wide area. Incorporating subjects into the frame highlights their isolation or the size of the scene by making them seem little and unimportant in comparison to the expanse of the surroundings. A scenario might, for instance, show a huge desert landscape with a lone individual walking in the distance, almost perceptible against the immense expanse. In

addition to successfully capturing the scope of the scene, this kind of view can arouse emotions of isolation, majesty, or the environment's threatening quality in relation to the subject.

- **Long Shot**

A wide angle captures the complete subject—from head to toe—as well as the surrounding landscape. The audience may observe how the characters interact with their surroundings in this shot. Wide views are used in drama or action sequences to depict the characters' placement and physical movements inside the scene. Actors are also free to move around the entire frame thanks to this approach. Large action scenes or opening scenes frequently use wide shots.

- **Medium Long Shot**

The subject is portrayed in this scene from a balanced viewpoint, emphasizing both the person and their environment, from about the knees up. This scene successfully preserves aspects of the character's surroundings while describing them in sufficient depth. This framing is especially helpful in dialogue scenes since it gives the audience background about the characters' surroundings while letting them see their upper bodies and facial emotions. For instance, during a conversation between two people, this image would display the subject's upper torso, facial expressions, and a portion of their surroundings. This determines their setting and spatial relationship. This technique helps create a feeling of intimacy and engagement while setting the characters in a larger framework.

- **Medium Shot**

Typically, a medium shot balances body language and facial expressions by capturing persons from the waist up. Because they are close enough to capture facial expressions while still capturing body movements, these shots are perfect for character conversation. In interpersonal moments, medium shots are essential because they establish a sense of visual familiarity with the characters. The audience feels more connected to the characters because of the way the

camera is positioned and how far away it is from them, reflecting typical social interactions. It is a versatile transitional shot that is frequently employed in the movie.

- **Medium Close Up**

The character is shown from the chest up in a medium close-up, which preserves the backdrop setting while concentrating on facial expressions. This shot is frequently employed during significant discourse or when a character is displaying emotion. Without sacrificing the body's dynamics, this framing makes face emotions more apparent. Additionally, this shot keeps the narrative's subjectivity and objectivity in check. Drama and romance are two genres that heavily use medium close-ups.

- **Close Up**

Typically taken from the neck up, a close-up captures the face or object in detail. This image is used to draw attention to nuanced emotional expressions like perplexity, joy, or terror. The audience is compelled to focus on every nuanced facial movement due to the close-up shots. At crucial points, this method is also employed to increase the dramatic intensity. The close-up is a technique used in visual storytelling to increase audience sympathy for the subject.

- **Big Close Up**

This view resembles a close-up (CU) as it emphasizes particular face features, such as the mouth or eyes. This image fosters a profound sense of intimacy and accentuates minute details by magnifying these elements. This close-up emphasizes little alterations in expression and subtle subtleties, enabling the audience to closely scrutinize the character's emotional state and ideas. This scene type is particularly effective in contexts where considerable focus is placed on a character's emotional responses or psychological complexity, since it underscores the significance of these attributes in communicating meaning and intensity. This sequence amplifies the dramatic

impact and fosters a deeper connection between the audience and the character by isolating and emphasizing a singular facial feature.

- **Extreme Close-Up**

An extreme close-up is a shot that captures a specific detail of a face or item, such as the eyes, lips, or hands, at an exceptionally close range. This shot is employed carefully and dramatically, typically to heighten tension or underscore significant features. The presented details underscore the character's symbolism or psychological aspects. This approach is proficient at eliciting profound emotions, applicable in both romantic and terror contexts. This shot must be employed judiciously to prevent alienating the audience from the surrounding visual context.

2.5.3 Post Production

Post-production is the final phase of a project, succeeding pre-production and production. Ken Dancyger (2007) characterizes post-production as the process of integrating and refining all elements of a film. This process encompasses the incorporation of visual effects, sound modification, image editing, and music finalization. Post-production is the phase during which the film is refined into the final product that audiences will witness. Maio (2024) asserts that the post-production process has nine stages, detailed as follows:

1. Image Editing

The initial stage of post-production, image editing, attempts to organize the visual flow in a logical and captivating way. This procedure entails picking the best footage, cutting out extraneous portions, and setting up the scene order in accordance with the screenplay. The editor also changes the lighting, contrast, and color to create a more consistent visual aesthetic and reinforce the mood of the scene. Visual effects such as overlays and transitions are used to create smooth transitions between scenes. Good editing ensures that the storyline is clear and maintains its rhythm. This method also makes it possible to reinforce dramatic or emotional events by paying attention to the images. In editing, narrative logic and

emotion are as important as aesthetics. The editor and director must work together to keep the vision of the story intact throughout this process. The finished edited footage will be an important part of the film, ready for further refinement.

2. Sound Processing

Creating and modifying non-dialogue audio components, like sound effects, ambient noise, and foley sounds, is known as sound processing. For the viewer to have a genuine perception, every sound needs to be adapted to the movement and visual context. For instance, to enhance the scene's mood, the sound of footsteps, cloth rustling, or wind blowing must be given precisely. Sound designers and foley artists perform this technique by physically or digitally recording sounds. Ambient sounds, such as natural or city noise, are also included to enhance the setting's ambiance. To avoid sound elements overlapping, it is essential to balance their volume. Effective sound processing raises the cinematic quality and gives the viewer a more engaging experience. Sound design can give dimension to a story, build tension, or express emotions. As a result, music plays an equally significant role as images in advancing a movie's main plot.

3. Music and Scoring

Music plays an important role in films to create atmosphere, set the pace of the story, and influence the audience's emotions. The way to score a film is to create original music that fits the theme, mood, and tempo of the film. Before creating music for each scene, the composer and director work together to determine its emotional purpose. If new music cannot be created, the production team can choose existing royalty-free music, but they must ensure that it fits the storyline. Music can help transition scenes, increase tension, or make the climax more clear. To avoid music overpowering sound effects or dialogue, it must be placed wisely. This process is usually done in conjunction with image editing to ensure proper synchronization. With the right music, a film will be more memorable and have a deeper emotional impact. One important aspect of a film's artistic identity is its

scoring. As a result, music serves as a significant narrative support and complement.

4. Sound Mixing

In the mixing process, all sound components, including music, sound effects, and dialogue, are adjusted to sound balanced and harmonious. To avoid sounds that are too dominant or muffled, this procedure is carried out carefully. Mixing helps maintain smooth sound transitions between scenes. This is done by changing the volume and frequency to ensure that the music and sound effects do not drown out the dialogue. For this process, a keen ear and professional audio equipment are required. The audience's enjoyment of a film is greatly influenced by the accuracy of the mixing. Perfect visuals with good audio. To achieve perfect balance, this procedure usually requires several repetitions. Mixing serves to connect the development of the film's emotional atmosphere with the technical processing. Therefore, do not rush through this phase.

5. Adding Visual Effects (VFX)

Visual effects are applied to enhance visual elements that cannot be recorded directly during the production process. Some examples include map visualization, location overlay text, and digital cinematic transmission. VFX is often used in promotional films or documentaries to enhance visual appeal or clarify content. This process is carried out using special editing software that allows the creation or modification of new visual elements. In addition, visual effects are also used to improve frame composition or hide technical errors that occur during shooting. Visual effects must match the original video so that they do not look fake. VFX must be used carefully so as not to distract from the core of the story. The effects should enrich the story rather than just showcase technology. In short promotional films such as "*Jalan Nostalgia*," visual effects help depict attractive tourist locations. As a result, both functional and aesthetic values are considered during the process.

6. Color Correction (Color Grading)

Color grading is used to enhance the emotional mood of a film and provide visual unity. This method involves changing the color, contrast, and saturation of each scene to produce a consistent tone. Cool colors, such as blue, are suitable for calm or mysterious moods. Meanwhile, warm colors, such as orange and yellow, are suitable for more romantic atmospheres. Color grading also helps to distinguish the time, place, or dimension of the story in a film. Special software is used to change colors. This method not only enhances visual appeal, but also makes it easier for viewers to follow the emotional and psychological journey of the characters throughout the film. To create a unique and polished visual style, color grading is essential. By using the right colors, viewers can be directed to important elements in the frame. At this stage, editors and colorists must work together to align their artistic visions. The overall visual identity of the film will be strengthened by consistent color grading.

7. Title and Credit Creation

The stage that gives a movie its finishing touch is when titles, credits, and supporting graphics are added. The name of the movie and its authors are usually displayed in the opening title in a style that complements the visual motif of the picture. As a thank you for their contributions, the actors and crew are listed in the closing credits. Furthermore, especially in documentaries or commercial films, additional text can be utilized to elucidate the film's subject through the use of lower thirds and information overlays. Every text element needs to be created with readable fonts, sizes, and colors that don't detract from the primary images. To keep a professional image, text style and placement must be consistent. Locations, times, or significant quotations can also be informatively displayed using graphics. Without changing the primary image, these additions enhance the story. In the last phases of filmmaking, this step also exhibits attention to detail. A well-designed title and credits will support the movie's overall identity.

8. Creation of DCP (Digital Cinema Package) Format

Digital Cinema Package (DCP) is the industry standard format for screening films in digital cinemas. This format ensures ideal image and sound quality when played on various projectors and audio systems. Converting film files to a specific format, changing the resolution, and adding metadata such as multilingual audio or subtitles are all part of the DCP creation process. DCP ensures the same movie viewing experience at every screening location. This format is typically used when films are screened at festivals or on the big screen. In addition, DCPs are equipped with security systems that help prevent piracy during distribution. Professional technicians who understand film industry standards carry out this process. The presence of DCPs ensures that production quality does not decline when screened publicly. Therefore, DCP creation is a significant expense in professional film distribution.

9. Promotion and Distribution

After the film is produced, the final step, promotion and distribution, is carried out using social media, creating trailers, digital posters, or screenings on video platforms such as YouTube. Online publications, film festivals, or screenings at educational institutions are some of the distribution strategies that can be used to reach the target audience. Promotional content must be interesting and educational to attract potential customers. Persuasive visual promotions and descriptive text are equally important. The timing of uploads and distribution methods also affect the efficiency of film distribution.

2.4.3.1 Subtitling

Translated text is an important post-production component that enables cross-language communication in audiovisual works. With translated text, viewers who do not understand the original language of the film can still follow the storyline well. Translated text not only aids in translation but also makes viewing easier, especially for viewers with hearing impairments. In the context of an increasingly global film industry, subtitles serve as a cultural bridge between local productions

and audiences around the world. As a result, subtitles are not just a translation of the text, but also take into account the cultural background and emotional content of the dialogue. Good subtitles must adhere to standards of readability, synchronization, and appropriate display duration. The clarity of the content shown, including font size, color contrast, and screen placement, is referred to as readability. The timing of the subtitles' presentation in relation to the intended dialogue or scene is known as synchronization. The duration of the display is also crucial. The audience won't have time to read it if it moves too quickly, and the visual flow may be broken if it moves too slowly.

Therefore, to create subtitles, you need to have a strong understanding of the source and target languages, as well as strong technical and artistic skills. Subtitle sentences should be simplified but still retain the main idea. Subtitles are essential for conveying cultural values, especially in films that use idioms, jokes, or social references. Cultural adaptation is often part of this process to ensure that viewers understand the intended meaning in different contexts. For example, certain words or expressions in one language may be replaced with more familiar ones in the target language without reducing their meaning or emotional impact. Helping the target audience feel more comfortable with the content is the goal of domestication strategies. Conversely, foreignization is sometimes used to teach audiences about different cultures and preserve foreign nuances in the story. Subtitles are equally important in language education. Subtitles can aid pronunciation, sentence structure, and vocabulary development when used in second language learning, according to research by Trofimovich and McDonough (2021). When watching and reading subtitles while listening to the original audio, viewers can connect words with their spelling and meaning. The quality of subtitles, however, is crucial to success; poor presentation or translation issues can be misleading. Therefore, the use of subtitles in an educational context requires high accuracy and language adaptation to meet the abilities of the target audience. Subtitles can also help viewers understand the culture behind the foreign language used in the film. The

subtitling process has advanced quickly in the current digital era with to automated technologies like Aegisub, Subtitle Edit, and DeepL. At this point the researchers use DeepL as the Machine Translation for the subtitling. Human intervention is still necessary to guarantee translation quality and contextual adaptability, even though technology can expedite transcription and synchronization. Human editors frequently modify automated tool findings to ensure accuracy and cultural sensitivity, even in professional projects. The German business DeepL GmbH developed the initial version of DeepL, an artificial intelligence-based translation service, in 2016 and formally introduced it to the market in 2017 (DeepL, n.d.-c). In contrast to other services, this one use deep learning and Neural Machine Translation (NMT) technology to provide translations that are more contextual and natural (DeepL, n.d.-a). Furthermore, users can effortlessly translate complete files with DeepL's additional functions, which include document translation in PDF, DOCX, and PPTX formats (DeepL, n.d.-b).

According to a number of independent assessments, DeepL is one of the fastest-growing translation services since its translations are more accurate than those of its rivals (Slator, 2021). However, DeepL still has drawbacks, just like previous machine translation systems. According to recent studies on machine translation systems, one significant problem is the existence of gender bias in its translation outputs (Barclay & Sami, 2024).

The subtitling of the short video "Whispers of Semarang: A Reunion Tale in Semarang's Soul" will be done using the guidelines, techniques, and strategies proposed by Carroll and Iverson (1998). The following are a few technical specifications that will be cited:

- a. The maximum length for subtitles is 35 characters per line, and they can only be two lines long. The restriction meant to guarantee that the language is readable and does not detract from the film's overall aesthetic appeal;

- b. Subtitles can only be two lines long and have maximum character count of 35 per line. This limitation is intended to ensure that the language is readable and does not diminish the overall visual attractiveness of the picture;
- c. Located at bottom of the screen, subtitles must stay away from regions that are showcasing significant visual components. This arrangement keeps the audience's attention on the narrative while allowing to access the text;
- d. Subtitle changes need to be seamless and aligned with conversation or scene changes. This timing improves comprehension of the displayed content;
- e. Consistency in writing style, grammar, and capitalization is essential. This done to improve visual comfort and make it easier for viewers to read;
- f. Punctuation must be utilized, regularly and clearly, while writing styles and such as italics are used to convey thoughts or silent conversations. This aids in differentiating between internal narration and direct communications;
- g. Text colors must have sufficient contrast with the background to remain legible in various display conditions;
- h. The format and style of the subtitles must remain the same throughout the film. This consistency makes the viewing experience more polished and makes it easier for viewers to follow the plot 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.

2.6 Blenduk Church

The oldest Protestant church in Central Java Province is Blenduk Church, formally known as GPIB Immanuel Semarang. The chapel, which was built in 1753, is a silent testament to Semarang's development over the years and has great historical significance. The church's architecture is unique due to a major renovation that occurred between 1894 and 1895. It features two twin towers, a huge copper-plated dome, and an octagonal shape that is reminiscent of the European colonial architectural

style. The church is an important historical symbol for both Christians and the people of Semarang in general (Liburasik, 2021). Blenduk Church's traditional interior, which has tall pillars, stained glass, and an antique organ, creates a sacred atmosphere that is perfect for a movie that seeks to convey the emotional and historical complexity of a city (Kompas, 2021). Blenduk Church, a part of Semarang's *Kota Lama* area, which is home to many historic buildings, has a high cultural value and links the colonial past with the present. In addition to being a place of worship, the church is a public space that educates visitors from both domestic and international countries about Semarang's history and culture. Because of its spiritual atmosphere, which may support the story's main theme of reunion and memories, Blenduk Church was selected as the filming location.

The church represents Semarang's "soul," which is full with memories and tales, and functions as both the film's backdrop and a live character. The choice of setting also supports the objective of depicting the interrelationship between the past and present as well as the emotions elicited by historic locations that have long been silent witnesses to the passage of time. Blenduk Church's distinctive design and reflective atmosphere make it the perfect place for the movie's protagonists to reflect and reminisce about their past. Thus, in addition to contributing substantial artistic value, the church deepens the emotional resonance of the narrative in the movie "Whispers of Semarang: A Reunion Tale in Semarang's Soul" (Hudson & Ritchie, 2009).

2.7 Kota Lama

Kota Lama One of Indonesia's most significant historical sites is Semarang, which was founded in the latter part of the 17th century. The region developed as a result 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. The region centered on the Semarang River later developed into a colonial settlement complete with stores, municipal halls, military barracks, and forts. Because of its layout and architecture that resemble Dutch cities, this neighborhood was formerly known as Little Netherlands but is now known as *Kota Lama* (Yuliati, 2019).

The political, economic, and cultural advancements made during the colonial era give *Kota Lama* Semarang great historical significance. From traditional European Baroque architecture to early contemporary Indian architectural forms, the structures that remain today represent a singular cultural diversity. Furthermore, this area's design blends economic, political, religious, and public activity, creating the illusion that *Kota Lama* is the epicenter of an old civilization. Because of its historical significance and widespread appeal, the municipal government is still working to preserve and enhance this UNESCO World Heritage Site (Yuliati 2019).

Using its colonial background, *Kota Lama* is a tourism destination that places a high priority on cultural heritage. The goal of renovating and converting numerous ancient buildings into hotels, cafes, restaurants, art galleries, and 3D museums is to draw more tourists while preserving their historical charm. Furthermore, these initiatives have brought life to a long-neglected region, turning it into a center for Semarang's tourist and creative industries (Raditya, 2017).

Additionally, *Kota Lama* is ideally situated between Tawang Station and Semarang's downtown. Furthermore, the area has all the facilities tourists need, such as banks, dining options, and modern entertainment venues. *Kota Lama* serves as a site of cultural heritage and a new residential neighborhood that encourages urban growth by combining modern technology with historical imagery. Raditya (2017) says that this tactic demonstrates how tourism can aid in reviving historically significant sites that have lost their appeal.

Kota Lama Semarang offers an ideal visual environment for films. This place is suitable for musical films because of its colonial atmosphere, magnificent old buildings, cobblestone streets, and timeless feel. *Kota Lama* creates a significant emotional and historical atmosphere for the short film “Whispers of Semarang: A Reunion Tale in Semarang’s Soul.” This atmosphere can reinforce the story of memories, friendship, and encounters. According to Yuliati (2019), the use of this location not only enhances the artistic value but also subtly makes the journey through the film more interesting.

The choice of *Kota Lama* as a shooting site also fits with strategies for historical film-based tourism promotion. Visitors who wish to see *Kota Lama* in the movie can take in the distinctive colonial architecture and subtle historical details that set it apart from other locations. In addition to preserving cultural assets, this will improve Semarang's standing as a city with exceptional cultural and historical resources. Thus, in addition to being a piece of art, the movie *Whispers of Semarang : A Reunion Tale in Semarang's Soul* serves as a tactical tool to increase *Kota Lama* tourism (Raditya, 2017).

2.8 Titik Nol KM Semarang

Titik Nol KM Semarang is a new landmark that opened on May 5, 2023, coinciding with the 476th anniversary of Semarang City's 476th anniversary. The monument, shaped like a large circle with the inscription "*Titik Nol Kilometer*," stands majestically in the *Kota Lama* area and is equipped with a garden, enhancing its appeal as a new destination for residents and tourists (Detikcom, 2023). Surrounded by historical areas such as *Kauman*, *Kampung Melayu*, *Pecinan*, and the colonial-era *Kota Lama*, this location holds symbolic significance as the center of Semarang's civilization. With its strategic location, the *Titik Nol KM* is not only a geographical marker but also a new icon representing the city's rich historical identity and modernity (Halo Semarang, 2023).

Historically, *Titik Nol KM* was the center of government and trade that connected the Daendels Postal Route, Berok Bridge, and Johar Market, which served as the city's economic hub. Additionally, the multicultural life is reflected in the presence of Bugis, Banjar, and Gujarat people, as well as Chinese who once lived in the area, making it a symbol of diversity and tolerance (Halo Semarang, 2023). The *Titik Nol KM* was chosen as the filming location for the short film *Whispers of Semarang : A Reunion Tale in Semarang's Soul* due to its rich historical, visual, and symbolic value. The film effectively portrays "the heart of life" and the historical foundation of Semarang through the presence of this landmark and themes of reunion, nostalgia, and emotional bonds with the city. 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.

2.9 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 electricity in the tourist area, however, still make it difficult to reach. Sustainable development is made possible by Tirang Beach's abundance of amenities, which draw 158 tourists every day (Agustina et al., 2025).

Tirang Beach was selected as the setting for the short film *Whispers of Semarang : A Reunion Tale in Semarang's Soul* because of its dramatic and natural surroundings, which can 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).

2.10 Spiegel Bar and Bistro

In *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 balconies 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 magazines as an example of how colonial spaces can be transformed into vibrant modern areas. 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 significance can be used to revive colonial structures without sacrificing their architectural uniqueness, according to Spiegel (Rumah Jogja Indonesia, 2018).

2.11 Previous Studies

The study published in a journal titled *The Production of the Short Film “Balik Kampung” as a Medium for Promoting and Introducing Tourism in Bengkulu* by Alfito Dhiyu Priawan, Yetman Erwadi, Edy Safrizal, and Adif Akram (2024) makes a substantial contribution to the creation of visual media-based tourism promotion strategies. The Bengkulu Provincial Tourism Office's struggles, including poor visitor numbers and inadequate marketing of nearby tourist attractions, serve as the backdrop for this study. In order to overcome these obstacles, the researchers suggest making a short film with a travel theme in an attempt to educate the public especially visitors from outside the area about Bengkulu's tourism potential (Priawan, Erwadi, Safrizal, & Akram, 2024).

The effectiveness of social media and video-based platforms like YouTube, which may reach a wider audience, for promoting tourism is also highlighted by this study. This is consistent with the shifting media consumption habits of contemporary culture, which favor narrative and visual content more and more. Additionally, the successful delivery of informational and emotionally compelling promotional messages depends on an organized creative process from planning to post-production. Indirectly, this activity raises stakeholders' understanding of the value of innovative promotion in the Tourism Department's work programs.

This study has a lot in common with the thesis research "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul," which takes a similar approach and aims to convey the possibilities of regional tourism through powerful visual and emotional narratives in short films. Both stress how crucial storytelling is to drawing in viewers and making local distinctiveness the main draw. The claim that short films are a successful tourism promotion tactic that can be adjusted to new technology and are

pertinent to destination marketing requirements in the digital era may thus be supported empirically by this publication.

A short film called "*Jalan Nostalgia*," which was posted on the Applied Foreign Languages SV Undip YouTube account in 2024, serves as another supportive source. Ronald Kinsky and Siti Anjani, two students, created this movie with the intention of promoting Grand Maerakaca as one of Semarang's top tourism attractions (Applied Foreign Languages SV Undip, 2024). The movie also includes other well-known tourist destinations in Semarang, like Lawang Sewu and the Old Town neighborhood, in addition to Grand Maerakaca. The film is an artistically beautiful and effective promotional tool because of its powerful visual storytelling and heartwarming plot. Regarding the finished product, "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" Story The movie "*Jalan Nostalgia*," which is set in the heart of Semarang, is highly relevant since it uses a cinematic style to showcase the city's tourism potential. Though "Whispers of Semarang" uses a non-linear plot structure with emotional aspects that enhance character dynamics and time, "*Jalan Nostalgia*" uses a linear plot method that moves chronologically from start to finish. This contrast in narrative structure is noticeable. Lathifa Mutiarani's 2024 YouTube video, A Short Movie: A Phase Between Us, serves as the following reference piece. By emphasizing the splendor of the museum's artifact collection and ambience, this video seeks to promote the Ranggawarsita Museum through its narrative and visual power (Mutiarani, 2024). This study is important because it demonstrates how short films can employ an artistic and poignant narrative technique to market cultural places.