CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The short film Whispers of Semarang : A Reunion Tale in Semarang's Soul has effectively fulfilled its dual purposes as an academic creative project and an efficient promotional tool for cultural tourism in the city of Semarang, according to the research and development process and operational field testing that were carried out. There is more to the story than just a straightforward plot, which centers on the reunion of four close friends who are returning to the city where they used to study. The audience can experience the city as a live, emotive presence rather than just a backdrop thanks to the intentional attempt to blend personal recollection with cultural history. According to tourist marketing studies, emotional involvement is a key factor in determining traveler motivation and destination interest, and this narrative method works well to increase it.

It was especially fitting since Semarang was chosen as the location. With its rich history and unique fusion of colonial legacy and contemporary urban growth, Semarang offers a metaphorical setting where the past and present coexist. In addition to being aesthetically pleasing, iconic locations like Blenduk Church, *Kota Lama*, Spiegel, *Titik Nol KM*, and Tirang Beach also held layers of cultural significance that enhanced the story's emotional impact. The movie supports place branding by presenting Semarang as a city of legacy, memory, and changing cultural identity by placing the characters' trip around these significant sites.

Technically, the movie did well in all of the main production areas, such as sound design, pace, cinematography, and subtitling. Average scores above 3.5 were found in audience evaluations for all major categories, indicating that the accessibility, acoustic balance, and visual clarity components satisfied audience expectations. Notably, the subtitling component received the best grade, demonstrating how well the movie worked to overcome linguistic obstacles for both domestic and foreign viewers. The project's responsiveness to quality assurance and inclusion requirements is further

evidenced by modifications made in response to audience input, such as better subtitle visibility in scenes with bright backgrounds. "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" is very moving and effectively conveys the spirit of Semarang, according to a number of responses. They emphasized how the story and images in the movie successfully capture the cultural ambiance of the city, giving audiences a strong emotional bond with it.

An important part of organizing this project was using Borg and Gall's Research and Development (R&D) paradigm. The study made sure that the short film was created, tested, and improved based on both theoretical direction and actual audience feedback by adhering to its methodical phases, which included research and planning, initial production, evaluation, revision, and final distribution. In addition to enhancing the project's academic rigor, this methodological framework made sure that the finished output was applicable, pertinent, and prepared for digital platform dissemination, in line with contemporary media consumption and travel marketing trends.

Overall, "Whispers of Semarang : A Reunion Tale in Semarang's Soul" shows that stories full of emotion, combined with carefully planned technological implementation and depictions of the destination in question, can effectively balance academic research with tourism promotion. The film demonstrates how local film production preserves cultural heritage, creates strong emotional connections with tourist attractions, and provides creative avenues for marketing campaigns. As a result, this project advances the academic fields of multimedia production and applied foreign languages while supporting the broader goal of introducing Indonesia's rich cultural heritage to domestic and international audiences in an engaging, accessible, and emotionally impactful way.

5.2 Suggestion

In order to improve audience interaction with tourism sites while preserving narrative strength, future study might look into the usage of interactive technology like virtual reality (VR) or augmented reality (AR). To increase the promotion of regional culture, tourism stakeholders, including relevant agencies and cultural institutions, are encouraged to work with filmmakers, academic institutions, and creative communities

to create short films that explore other regions, local customs, or particular themes. The audience's comfort and reach will be increased by improving technical components of the production, such as adding multilingual subtitles, adjusting subtitles to light backgrounds, and combining dialogue sound. Additionally, in an academic context, this model of combining research and creative media production can serve as a learning resource that enhances students' technical and artistic abilities as well as their cultural awareness while fostering genuine contributions to the development of local tourism. In order to introduce Indonesia's cultural legacy to a larger audience, both domestically and abroad, it is anticipated that the integration of cinematic storytelling and tourism promotion would become increasingly ideal with continued development.