

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

To get reviews from the primary respondent, Semarang Contemporary Art Gallery, this research tries to explain and apply the process of creating a short film titled "Deeper Than Love." The researcher used the eight phases of Borg and Gall's research and development in the making process. The short film production process will be uploaded to YouTube. The first step, research and information gathering, was carried out by the researcher directly visiting the tourist destination, Semarang Contemporary Art Gallery. In the second stage, which is planning, the researcher prepares carefully, starting with making storyboards, scripts, and permits for filming locations. Although there were many challenges, the researcher managed to overcome them. The researcher then completed the production and post-production stages. At this stage, the researcher made this short film with the help of the supervisor.

Preliminary Field Testing is the next step, which consists of initial validation from supervisors and subsequent adjustments to the verified product. This was followed by the operational field testing stage involving ten respondents and the main product revision stage. After the respondents provided data validation, the researcher used the Applied Foreign Language program's YouTube platform to conduct the final step, dissemination, and implementation. The ten respondents who filled out the questionnaire all gave positive scores. The ten questions' language, audio-visual, and content features showed that all respondents strongly agreed with the statements regarding the short film "Deeper Than Love," which was well delivered. This illustrates that the promotional film produced can be used as one of the creative ways to promote a place, increasing public awareness of tourist destinations located in Semarang City, which is the center of the city.

5.2 Suggestion

The researcher suggests that the makers of future short film productions should be more prepared. Being well-prepared and having many plans can help you deal with unexpected conditions. To ensure that everything goes according to plan and without a hitch on the day of shooting, it is also essential to carefully assess the readiness of the equipment to be used during the process. Checking that the batteries are fully charged with sufficient memory due to the camera is a key requirement so as not to cause any other problems. Aspiring filmmakers are encouraged to have a power bank in case they need spare batteries. Check the weather if possible, take care of your health in case of illness, check the condition of the field, and do other things so as not to disrupt the filming process.

The researcher suggests that more research pay more attention to how locations are used as the primary component of visual works. Increasing the quantity and calibre of shots to make the most of locales can be a suitable strategy, particularly when creating short films with a promotional purpose. Because it can enhance the film's attractiveness and message, highlighting the location's aesthetics is therefore thought to be more beneficial than giving the plot top priority. Shoot more shots at the attractions so that you do not have to revisit them, and reschedule with the talents if there are any revisions. The researcher also suggests that the shoot be done when there are few visitors to the tourist attractions. Survey the tourist attractions several times or ask the owner or concerned about which empty days can be used for shooting. Because there will be a lot of visual disturbances or sounds that are not good if they enter the video, finally, the researcher suggested to the next researcher that a hidden gem tourist spot that not many people know but has its uniqueness should be promoted. Because of that, your project will preserve local culture, and many tourists will visit Semarang City.