

**CREATING A SHORT FILM TO PROMOTE
SEMARANG CONTEMPORARY ART GALLERY:
PRODUCTION OF "DEEPER THAN LOVE"**



FINAL PROJECT

A Partial Fulfilment of the Requirements for the Degree of
Bachelor of Applied Foreign Language

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
UNIVERSITAS DIPONEGORO
2025**

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**APPROVAL SHEET
A FINAL PROJECT**

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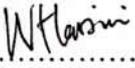
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The researcher hopes this final project can be a reference for further research. Since this study still has many shortcomings, the researcher welcomes criticism and suggestions.

Semarang, June 5th 2025

Vania Elisha Br Ginting

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ABSTRACT

Semarang, the capital of Central Java, is one of the cities in Indonesia with high tourism potential. This historic city, especially the Old Town, is one of the top tourist destinations. Visitors can find many tourist destinations in this historical place, including Semarang Contemporary Art Gallery. This gallery has enormous potential for developing tourism in Indonesia through the work of unique local artists and its characteristics. It has become a strong basis for the researcher to create media to promote the Semarang Contemporary Art Gallery. This study results in a short film, "Deeper Than Love," which raises the story and setting inspired by one of Semarang Contemporary Art Gallery paintings. The researcher used the Research and Development method in this study. This method effectively and efficiently creates high-quality products through testing involving several respondents. This short film is expected to be one of the promotional media that will increase tourist visits to Semarang Contemporary Art Gallery.

Keywords: Semarang City, cultural tourism, promotional video, short film

ABSTRAK

Semarang, ibukota Jawa Tengah, merupakan salah satu kota di Indonesia yang memiliki potensi wisata yang tinggi. Kota bersejarah ini, terutama Kota Lama, merupakan salah satu tujuan wisata utama. Pengunjung dapat menemukan banyak tujuan wisata di tempat bersejarah ini, termasuk Semarang Contemporary Art Gallery. Galeri ini memiliki potensi yang sangat besar untuk mengembangkan pariwisata di Indonesia melalui karya-karya seniman lokal yang unik dan memiliki ciri khas tersendiri. Hal ini menjadi dasar yang kuat bagi peneliti untuk membuat media promosi Semarang Contemporary Art Gallery. Penelitian ini menghasilkan sebuah film pendek berjudul “Deeper Than Love”, yang mengangkat cerita dan setting yang terinspirasi dari salah satu lukisan di Semarang Contemporary Art Gallery. Peneliti menggunakan metode *Research and Development* dalam penelitian ini. Metode ini secara efektif dan efisien menghasilkan produk yang berkualitas tinggi melalui pengujian yang melibatkan beberapa responden. Film pendek ini diharapkan dapat menjadi salah satu media promosi yang dapat meningkatkan kunjungan wisatawan ke Semarang Contemporary Art Gallery.

Kata Kunci: Kota Semarang, wisata budaya, video promosi, film pendek