

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

The tourism sector is one of the most important aspects of a country. Tourism is a fast-growing global industry (Saha & Rowley, 2014). With increased tourism activities, a nation's economy will also increase. Indonesia is one of the countries that is famous for its tourism potential both at home and abroad. Semarang, the capital of Central Java, is one of the cities with high tourism potential. Semarang is closely related to historical, culinary, and cultural tourism. The city is one of the top choices for visitors to go on vacation, especially the Old Town.

The Old Town is an area that witnessed the history of Indonesia during the Dutch colonial period, and it has now become a tourist attraction because of its history and European-style buildings. The culture of the Old Town contains significant historical, civilization, economic, and political values, so it is closely related to the international network. The Old Town can be called a cosmopolitan city that has gone global (Yuliati & Susilowati, 2023).

Visitors can find many tourist destinations in the Old Town area, including historical buildings, parks, and galleries. There is one gallery that has a contemporary concept that is very attached to the Old Town, namely Semarang Contemporary Gallery. The gallery is one of the most popular galleries among art lovers, and it has a modern atmosphere with a typical colonial building. The main attraction of Semarang Contemporary Gallery is the art exhibition of paintings and sculptures held during specific periods. This gallery has successfully exhibited many works by young and senior artists with their characteristics.

Indonesia's Tourism development is significant and promising, with all the potential. Semarang tourism is already famous among the people, but tourism in this city should get more support so that it will grow even more. One of the actions that can be taken nowadays to develop tourism, supported by rapid technological advances, is to use digital promotion.

According to Desai (2019), digital marketing promotes goods and services through digital technology, predominantly via the Internet and mobile devices, display ads, and other digital platforms. Digital marketing is currently a primary promotional medium in the tourism industry. It is possible because internet usage is becoming increasingly prevalent and has reached every generation. Nowadays, practically everyone searches the Internet for information, even when planning a trip. Most people will research the location they visit beforehand, usually searching for well-known locations. Digital promotion is one strategy for effectively promoting a tourist destination. Tourism development through digital promotion in Indonesia is optimistic, evidenced by the large number of internet users, which reached 132 million in 2018 (Yanti, 2020).

Digital marketing activities include many things, one of which is video promotion. Promotional video can concurrently present auditory and visual elements, benefiting viewers. Furthermore, videos can be uploaded to multiple social media platforms, such as YouTube, Facebook, TikTok, and Instagram. For promotional purposes, producers create the video into a short film. A short film is technically a video of less than 50 minutes that allows the creator freedom of expression (Komara, 2021). Tourism promotion can be done by creating a short film with a storyline, aiming to become a unique and different promotional medium that can attract more audience attention. A video's simultaneous display of visuals and sounds can convert viewers into customers if properly designed and produced engaging outcomes (Gunawan et al., 2021).

In line with Indonesia's tourism development goals, the researcher chose Semarang Contemporary Art Gallery, which is part of cultural tourism, to be used as a research site for creating products in the form of a short film that aims to be a medium of information and promotion that can enhance tourist visits.

The target audience promotion short film for the Semarang Contemporary Art Gallery comprises young travelers aged 18-35 who

appreciate art, culture, and aesthetic experiences and are engaged on social media platforms. This study also targets art enthusiasts and creative communities, including artists, curators, and art students interested in visual and narrative promotion methods. Additionally targeted are domestic and foreign tourists searching for alternative cultural locations, particularly in the Kota Lama region.

Based on the background provided, the researcher wants to reintroduce the Semarang Contemporary Art Gallery through promotional media that has never been done before, namely promotional videos. The researcher chose to make a short film in the romance genre titled "Deeper Than Love" using the Research and Development method in this study. The film will effectively represent tourist destinations through a story that highlights the place's benefits, uniqueness, and attractiveness. The researcher expects that this short film will reach a broader global audience and contribute to developing Semarang tourism.

## **1.2 Research Questions**

Through this study, the researcher aims to answer the following central question that guides the focus of the research:

1. How is the production process for making a short film, "Deeper Than Love"?
2. What is the stakeholders' feedback regarding the short film "Deeper Than Love"?

## **1.3 Research Objectives**

To achieve the purpose of the study, the following objectives have been formulated:

1. To describe the production process of the short film "Deeper Than Love;"
2. To explain the feedback from the stakeholders of the short film "Deeper Than Love."

#### **1.4 Significance of the Study**

The findings of this study are expected to provide several significant, including:

1. Theoretically, this research is part of producing a romance-themed short film for tourism promotion using the Research & Development (R&D) method. It describes all the processes involved in creating a short film;
2. Practically, this study provides an overview for the audience through a short film packed with romance stories, presenting information and visuals related to Semarang Contemporary Art Gallery and other Semarang tourist destinations.

#### **1.5 Output of the Research**

The output of this research is a 27-minute short film that will be uploaded to YouTube. This short film is expected to promote the Semarang Contemporary Art Gallery as a tourism destination in Semarang City and increase the number of visitors.