

## **CHAPTER IV**

### **RESULT AND DISCUSSION**

#### **4.1 Result**

This study was conducted in cooperation with the researcher's colleagues, Salma Aprila Maharani and Nadia Alisha Puspitasari. The researcher chose to use Research and Development in this study. The technique is a method used in the process of product creation and development. The researcher used this technique in the short film "Deeper Than Love" production process through a planned sequence of steps for effectiveness and efficiency. In the initial stage, the researcher conducted research and information gathering to determine the design of the short film. After that, the researcher conducted planning, which is often referred to as the pre-production stage.

The ideas and designs were then executed through the developing preliminary form of the product stage. The initial product that has been made then undergoes preliminary field testing to assess its quality and success. Feedback and suggestions will be found and used as a reference in product revision through this test. Operational field testing is conducted to refine the short film further. Final product revision is then carried out using the input obtained through the test to solidify the short film's final result by expectations and input. This procedure ends with dissemination and implementation, where the short film "Deeper Than Love" is disseminated to a broader audience. In this case, the researcher will detail each step and process in producing the short film "Deeper Than Love."

##### **4.1.1 Research and Information Collection**

In this study, the researcher gathers pertinent data about the short film product to be produced using surveys, observations, literature reviews, and documentation. First, the researcher gathers information about the Semarang Contemporary Art Gallery, the chosen art tourism destination. Additionally, the researcher chose to use the Old Town as the study's setting when creating

the short film. Surveys and interviews with stakeholders at Semarang Contemporary Art Gallery were also done to get information about the short film that will be created.

In order to gather data regarding Semarang Contemporary Art Gallery as a destination for art tourists, the researcher conducted observations for this study. Directly attending the gallery, which is situated in the Old Town of Semarang, was the observation method. In order to create a short film that would introduce the Semarang Contemporary Art Gallery to a broader audience both domestically and internationally, the researcher also took note of the setting, the mood, and the distinctive and fascinating elements.

The researcher had to visit the Semarang Contemporary Art Gallery directly to discover the real situation. The researcher meticulously examined the entire gallery area to ascertain the film's storyline, including identifying which paintings to use for the short film. It was accomplished by evaluating the visual aspect and meaning of the paintings.



Figure 4. 1 Observation

Additionally, the researcher analyzed elements that might impact the filming procedure, including lighting, the gallery layout, shooting and video, and other unforeseen elements. This phase is equally vital in maintaining the continuity and smoothness of a short film. In order to gather data and information about Semarang Contemporary Gallery, the researcher took pictures and videos. This phase should not be skipped because it is required in the subsequent activities and decisions to generate short films.

Having observed the paintings displayed at Semarang Contemporary Gallery, the researcher is interested in one of the paintings, Deeper Than Love. The painting is one of the works of an artist from Semarang named Rudy Murdock. The researcher considered the painting to have a deep emotional meaning, "The more you try to forget her, the deeper you remember her. No matter how hard you try to hold it back, the more it grows and develops because love is courageous and risk-taking." The researcher then chose to develop the meaning of the painting into a short film. The researcher designed a storyline and narrative about the relationship between the two leading actors of the short film.



Figure 4. 2 Deeper Than Love

In accordance with the main objective of promoting Semarang Contemporary Art Gallery, the researcher directly observed the whole part of the gallery that will be the main and dominant setting in producing the short film "Deeper Than Love". The researcher paid attention to every corner of the gallery suitable for filming. The Deeper Than Love painting is on the second floor on the right-hand side of the stairs.



Figure 4. 3 Gallery View

After conducting all the mandatory research and information collection stages, the researcher has collected data that will be used in the planning stage and subsequent stages. Research and information collection are crucial and should not be missed.

#### **4.1.2 Planning**

This stage is often referred to as the pre-production stage, which contains plans designed as materials for the execution of the production of the short film "Deeper Than Love." In this study, the pre-production stage will be explained and detailed by the researcher's colleague, Salma Aprila Maharani, through her research. In creating this short film at the pre-production stage, the researcher's colleague will do everything related to production preparation. Starting from making a story concept, script breakdown, production storyboard, and filming schedule will be explained in the researcher's study.

The short film "Deeper Than Love" tells the story of a woman and a man who are former lovers who meet again after two years of separation. Both have been unable to forget each other, and they accidentally met at a place they used to visit that holds many memories: the Semarang Contemporary Art Gallery. During the meeting at the gallery, they were attracted to a painting entitled "Deeper Than Love." The painting means, "The more you try to forget her, the deeper you remember her. No matter how hard you try to hold it back, the more it grows and develops because love is courageous and risk-taking." Both felt that the painting was so attached to their situation that they

were trapped in nostalgia while together. The researcher will focus on the short film production process in this study.

#### **4.1.3 Developing Preliminary Form of Product**

Following the planning phase, also known as pre-production, the researcher proceeded to the next phase, the short filmmaking process. The researcher will describe how this short film was created and the editing procedure, also known as the post-production stage.

##### **4.1.3.1 Production**

The production stage is the most challenging; the researcher is already into the filming. In filmmaking, it is necessary to closely follow the arrangements made in the pre-production stage to ensure that the filming takes place efficiently. The researcher was directly involved in the entire process of making this short film.

The filming occurred over three days on March 20, 21, and 23, 2025. The filming process refers to the storyboard that has been made. The researcher conducted the production process using the planned shooting rundown. However, according to the script, the shooting footage was not in the order of each scene. The filming process took place according to the place and time.

The first day of filming took place on 20 March 2025 in a house. Filming activities began in the evening with footage shot for three scenes. The first footage was taken at Haikal's boarding house, as the male lead. Then, still in the same location, it was followed by shooting footage at Valerie's house, as the female lead. The filming was done in the same place but in different rooms.



Figure 4. 4 Haikal's Boarding House



Figure 4. 5 Valerie's House

The second day of filming was conducted on 21 March 2025 in Old Town and Simpang Lima. Filming activities began in the afternoon by taking footage for one scene in Old Town. The following footage was taken at Simpang Lima in the evening. The following process was carried out at night according to the time setting determined in the script.



Figure 4. 6 Old Town



Figure 4. 7 Simpang Lima



Figure 4. 8 The Film Crew at Old Town



Figure 4. 9 Filming Process at Simpang Lima

On 23 March 2025, the third day of filming took place. The footage was shot in five locations: Semarang Contemporary Art Gallery, Photobox, Marina Beach, Office, and Blue Coffee. The first location was Semarang Contemporary Art Gallery, where the footage of all scenes set in that place

was taken. In the afternoon, it was followed by shooting footage for one scene at Photobox.

In the afternoon, one scene was filmed at Marina Beach to get the sunset. Next, footage of Haikal and Valerie's office was shot. The filming was done in the same place but in different rooms. The third day of filming ended with shooting footage for two scenes at Blue Coffee.



Figure 4. 10 Semarang Contemporary Art Gallery

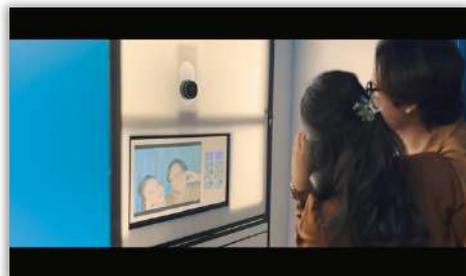


Figure 4. 11 Photobox



Figure 4. 12 Marina Beach



Figure 4. 13 Haikal's Office

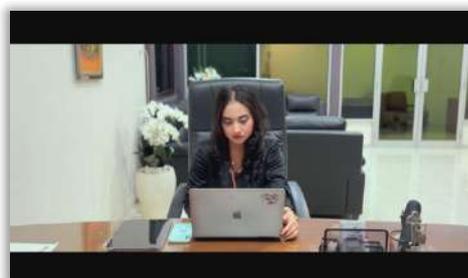


Figure 4. 14 Valerie's Office



Figure 4. 15 The First Scene at Blue Coffee



Figure 4. 16 The Second Scene at Blue Coffee



Figure 4. 17 The Film Crew at Semarang Contemporary Art Gallery



Figure 4. 18 Filming Process at Blue Coffee

The researcher needs to consider numerous crucial elements throughout the production process. The researcher should consider several factors, including camera angles, shot types, and equipment. The short film “Deeper Than Love” used an iPhone 15 and TNW-X9 Wireless Dual Lavalier Microphone Plug to support the shooting process. The researcher explains certain features of video shooting as follows:

#### 1. Camera Angle

##### a. High Angle

When taking the footage, the researcher used a higher angle than the subject or object being photographed. The camera was tilted down and above the talent so that the talent typing on the mobile phone could be seen from the top point of view.

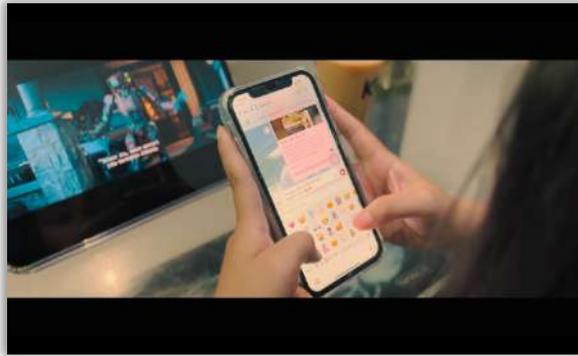


Figure 4. 19 High Angle

b. Low Angle

During filming, the researcher placed the camera at a lower angle than the talent. The researcher focussed the recording by placing the camera from below to create the illusion of the Old Town scene appearing larger and more dominating.



Figure 4. 20 Low Angle

c. Over the Shoulder View

In this technique, the researcher captured footage from a vantage point behind and over the shoulder of one of the talents. The camera was then pointed at the other talent in the foreground. The camera was adjusted to partially capture the first talent's back, shoulders, and head, but the primary focus was on the second talent in front. This technique enhanced character development by directly showing talent reactions and facial expressions.

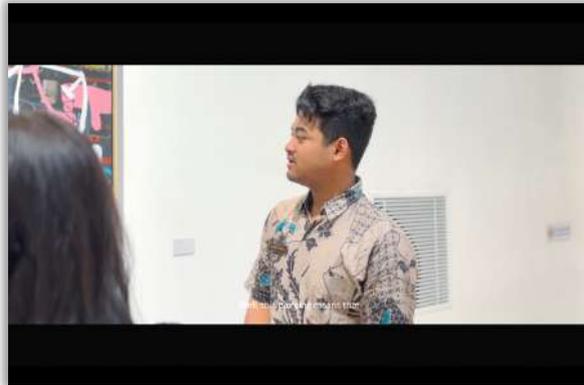


Figure 4. 21 Over the Shoulder View

## 2. Types of Shots

### a. Extreme Long Shot

The researcher used a long-distance shooting technique that made the talent appear small in the frame so that the background or scenery of Old Town filled most of the frame. The researcher positioned the camera far back to capture a wide landscape.



Figure 4. 22 Extreme Long Shot

### b. Long Shot

The researcher used this video recording technique to shoot the two talents from a considerable distance. The resulting video showed the entire body of the talent from head to toe, with a broad background to depict the environment of Semarang Contemporary Gallery. This shot captured more of the talent's actions than expressions.



Figure 4. 23 Long Shot

c. Medium Long Shot

The researcher used this type of shot to capture the talent and their surroundings from a short distance away. By positioning the camera at a medium distance and lowering it slightly, the researcher ensured that the knees and upper bodies of both talents were visible. This technique caught facial expressions and posture while showing the surroundings.



Figure 4. 24 Medium Long Shot

d. Medium Shot

The researcher used this technique by positioning the camera from the waist or chest. The Old Town backdrop is partially visible in the footage. However, the researcher placed the camera close enough to the two talents to capture detailed body movements and facial expressions.



Figure 4. 25 Medium Shot

e. Medium Close-Up

Through this technique, the researcher focused the camera on the talent's face and upper body from around the chest upwards. The researcher positioned the camera close to capture accurate details and facial expressions. The researcher emphasized the character's face and facial expressions to allow viewers to feel emotionally connected to the character.

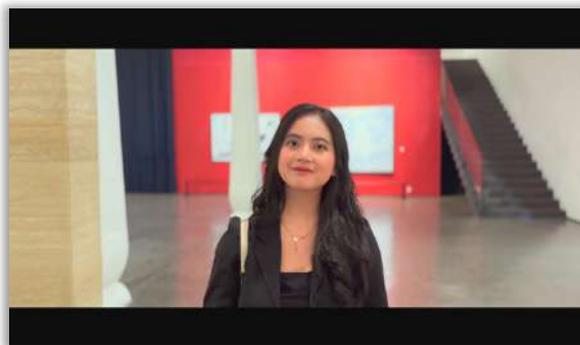


Figure 4. 26 Medium Close-Up

f. Close-Up

In this shooting technique, the researcher positioned the camera to take close-up images by capturing only the face. The camera is placed close to the talent, just a few inches away, to capture a close-up image. The researcher used this technique to highlight facial expressions not visible in the broader shot.



Figure 4. 27 Close-Up

#### **4.1.3.2 Post-Production**

In this study, after conducting the production stage, the post-production stage was carried out in creating the short film "Deeper Than Love." Through this stage, the researcher must ensure that the outcome of the product is achieved well according to the objectives set from the beginning. Through this stage, the researcher must ensure that the product's outcome is well achieved based on the objectives set from the beginning. In this study, the post-production stage will be explained and detailed by the researcher's colleague, Nadia Alisha Puspitasari, through her research. In the post-production stage, the researcher's colleague will carry out the entire series of stages in making the short film "Deeper Than Love" further. The researcher's colleague's research will explain starting from image editing, creating sound, scoring and securing music, mixing sound, color grading, adding titles, credits, graphics, and advertising.

#### **4.1.4 Preliminary Field Testing**

In the preliminary field test, one of the evaluation phases of the research process, the researcher showed their supervising lecturer a short film that had undergone preliminary editing. At this point, the short film "Deeper Than Love" is assessed for narrative content and linguistic elements, specifically the accuracy of the translation. Furthermore, the media components are analyzed, emphasizing the short film's visual quality. A validation form

created by the researcher is sent to the supervising lecturer to fill out to evaluate the product's acceptability.

The form contains three evaluation alternatives for the product's suitability: (i) suitable for use without revision, (ii) suitable for use with changes by revision, and (iii) not suitable for use. The validation results of the short film "Deeper Than Love" conducted by the supervising lecturer on 28 May 2025 determined that it was suitable for use with revisions by the relevant guidelines. The researcher uses the recommendations and comments made at this point as crucial guides to improve the short video before the subsequent testing stage.

**SURAT PERNYATAAN VALIDASI  
DOSEN PEMBIMBING TUGAS AKHIR**

Saya yang bertandatangan di bawah ini:

Nama : Aditya Nur Patria, S.Hum., M.App.Ling.  
NIP : 199012182020121  
Prod : Bahasa Asing Terapan

Menyatakan bahwa proyek tugas akhir atas nama mahasiswa:

Nama : Vania Elisha Br Ginting  
NIM : 40020521650008  
Prod : Bahasa Asing Terapan  
Judul TA : Creating A Short Film To Promote Semarang Contemporary Art Gallery:  
Production of "Deeper Than Love"

Setelah dilakukan penilaian atas proyek tersebut dapat dinyatakan:

<input type="checkbox"/>	Layak digunakan tanpa revisi
<input checked="" type="checkbox"/>	Layak digunakan dengan revisi sesuai aturan
<input type="checkbox"/>	Tidak layak

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 28 Mei 2025  
Validator,  
  
Aditya Nur Patria, S.Hum., M.App.Ling.  
NIP. 199012182020121

**Catatan:**  
Pengisian kolom diberi tanda (√)

Figure 4. 28 Signed Validation Form

#### **4.1.5 Revising Main Product**

The researcher moved on to the main product revision stage when the supervisor gave feedback indicating that the short film "Deeper Than Love" was deemed appropriate for usage with the required modifications. Revisions were made based on the comments and feedback provided. This procedure concentrated on elements required to raise the film's overall quality. In the pre-production stage, the researcher made some improvements in the storyline, changes to several scenes in script making, improvements related to the storyboard that had been made, and changes in several filming locations. Regarding these revisions, the researcher re-shot several scenes in the production stage. Filming was carried out on April 24 and 25, 2025. Because the production process received improvements, so did the post-production stage, starting from editing new scenes, color grading, and subtitles.

In this case, the researcher focused on revisions to the production stage. After seeing the initial results of the short film 'Deeper Than Love,' the supervisor considered some things that needed to be improved in the audiovisual aspect related to the production stage. The researcher was advised to re-shoot some scenes by observing the shooting technique and camera angle. Initially, the supervisor suggested re-shooting some scenes at Semarang Contemporary Art Gallery.

The talents have undergone physical changes since the initial filming process began in March and preliminary field testing was conducted in April. The three talents of this short film have also changed in appearance: the male talent who played Haikal had a haircut, the female talent who played Valerie had her hair colored, and the talent who played the gallery attendant also experienced changes in the hair.

The researcher considered that the changes would be visible and affect the results if filming was done in only a few scenes. To overcome these unexpected changes, the researcher decided to re-shoot all the scenes in Semarang Contemporary Art Gallery and office on 24 April 2025.



Figure 4. 29 Valerie & Haikal Before



Figure 4. 30 Valerie & Haikal After



Figure 4. 31 Gallery Attendant Before



Figure 4. 32 Gallery Attendant After

The overall script has not changed in this case, but the video shooting technique has changed. In this filming process, the researcher paid more attention to the camera angle so that it would not be monotonous from one point of view. The researcher also explored more types of shots that would improve the quality of the footage. Figure 4.30 shows the results of footage taken at the beginning of filming. The researcher then retook footage with more varied camera angles and types of shots, which can be seen below:



Figure 4. 33 Camera Angle Before



Figure 4. 34 Camera Angle 1 After



Figure 4. 35 Camera Angle 2 After



Figure 4. 36 Camera Angle 3 After



Figure 4. 37 Camera Angle 4 After



Figure 4. 38 Camera Angle 5 After

The content aspects of this short film also received improvements. The researcher received feedback from the supervisor regarding several scenes in the short film 'Deeper Than Love' where the selection of locations related to the storyline that had been made was not appropriate. Therefore, the researcher decided to change to a more suitable location and re-shoot. Starting from the selection of the dating location, namely the Marina beach, it was less precise because during the recording there were problems in the audio where the sound of the waves was very strong which covered the audio dialogue of the two talents. The researcher chose to change the dating location to a more conducive cafe with a warm feel that is suitable for past scenes. The selection of the location of Haikal's boarding house also changed because the initial location was deemed inappropriate with Haikal's lack of financial circumstances that needed to be highlighted. The location for the break up also changed because the previous cafe was considered too plain and did not support the atmosphere of the break up, so the researcher decided to reshoot in a cafe that was more suitable. The changes that occurred can be seen below:



Figure 4. 39 Dating Place Before



Figure 4. 40 Dating Place After



Figure 4. 41 Boarding House Before



Figure 4. 42 Boarding House After



Figure 4. 43 Terrace Before



Figure 4. 44 Terrace After



Figure 4. 45 Break Up Place Before



Figure 4. 46 Break Up Place After

The supervisor also considered that the conflicts presented in this short film's storyline had not yet reached the climax. The supervisor suggested that the researcher add a more complex storyline to perfect the final product. In

response to this feedback, the researcher decided to shoot the additional scenes planned in the pre-production stage on 25 April 2025.



Figure 4. 47 Additional Scene in the supermarket



Figure 4. 48 Additional Scene in Penyetan

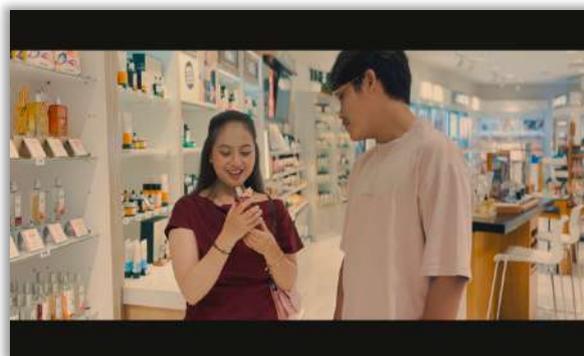


Figure 4. 49 Additional Scene in the Mall

#### 4.1.6 Operational Field Testing

Operational Field Testing was conducted after revising the main product. The researcher then tested the short film 'Deeper Than Love' by involving 10 people, eight stakeholders at Semarang Contemporary Art

Gallery and two foreigners. After sharing the revised short film via Google Drive with limited viewer access, all respondents were invited to participate in the product testing by completing a questionnaire. Table 4.1 below contains the test results using the Likert Scale technique.

Table 4. 1 Audiences Feedback Interval

<b>No.</b>	<b>Statements</b>	<b>Average</b>	<b>Interval</b>
1.	The storyline of the short film “Deeper Than Love” is understandable.	3.80	Strongly Agree
2.	The actors and actresses in the short film “Deeper Than Love” managed to bring the story to a climax.	3.60	Strongly Agree
3.	The short film “Deeper Than Love” shows the Semarang Contemporary Art Gallery in several scenes.	4.00	Strongly Agree
4.	This 27-minute short movie is enjoyable and not boring.	3.60	Strongly Agree
5.	Every scene of the short movie “Deeper Than Love” has good shooting quality.	3.70	Strongly Agree
6.	The audio quality in the short movie “Deeper Than Love” is audible.	3.40	Strongly Agree
7.	The background music in the short film “Deeper Than Love” blends and matches each scene.	3.60	Strongly Agree
8.	The subtitles in the short movie “Deeper Than Love” are easy to understand.	3.80	Strongly Agree

9.	The subtitles in the short movie “Deeper Than Love” are appropriate and fit with the audio.	3.80	Strongly Agree
10.	Subtitles in the short film “Deeper Than Love” are visible and easily read.	3.80	Strongly Agree

Based on the accumulated results of testing through the "Deeper Than Love" short film questionnaire, it can be concluded that the overall response of respondents shows a positive response with several things that still need to be improved. Testing the content aspect represented by the first, second, third, and fourth statements. The results show that all respondents strongly agree with these statements. It shows that the short film 'Deeper Than Love' created an understandable storyline; the story was successfully brought to a climax and can be enjoyed.

The fifth, sixth, and seventh statements represent testing based on the audio-visual aspect. The accumulated questionnaire results show that all respondents strongly agree with these statements. However, some respondents gave responses emphasizing the need to improve the audio quality in the short film "Deeper Than Love." The researcher used these responses as evaluation material for product-related revisions.

The eighth, ninth, and tenth statements represent testing based on the linguistic aspect. The results show that all respondents strongly agree with the statements related to linguistic aspects. In this case, the subtitles in the short film ‘Deeper Than Love’ are understandable, match the audio, and can be seen and read easily.

Therefore, it can be concluded that the short film ‘Deeper Than Love’ successfully fulfills the criteria in various important aspects of film production. However, in this study, the audio aspect is the main thing that needs to be improved to a better quality. Through this test, the researcher can

improve the quality of short film production to be more perfect by the goals set.

#### **4.1.7 Final Product Revision**

The final product revision step is crucial in improving the final product. The results of operational field testing through distributing questionnaires were very good overall, but some respondents responded regarding the need for improvement in the audio. Based on these results, the researcher decided to recheck the short film 'Deeper Than Love' audio and make revisions to ensure the audio and video were audible and suitable. This stage became the final revision to solidify the final product.

#### **4.1.8 Disseminating and Implementing**

This stage is the final part of this study. After all the steps of making and revising the product are carried out until the final result is perfect and by expectations and hopes, the short film "Deeper Than Love" will be uploaded and disseminated by researcher through the YouTube platform of the Applied Foreign Language Study Program. In addition, the researcher has registered the short film 'Deeper Than Love' as a work protected by Intellectual Property Rights (IPR) and included the IPR certificate in the appendix.

Therefore, the researcher hopes that this study, with the output of the short film "Deeper Than Love," can promote Semarang Contemporary Gallery to a broader audience so that it can attract tourists both domestically and internationally.

## **4.2 Discussion**

This study is research on creating a product as a short film. This short film entitled "Deeper Than Love" is produced to be a promotional medium for tourist destinations in the city of Semarang. The previous work created a short film, "Jalan Nostalgia," which tells the story of two childhood friends who meet again after 9 years of separation. Together, they explore various tourist destinations in the city of Semarang. However, this short film, "Deeper

Than Love," directed by Nadia Alisha Puspitasari, Salma Aprila Maharani, and Vania Elisha Br Ginting, has a different way of telling the story.

In making this short film, the researcher uses the concept of flashbacks, where past events appear. The technique of taking footage in this production process is essential to improving the quality of the final result. Interesting audio and visual results will attract the audience's attention to the film itself and Semarang Contemporary Art Gallery as the main highlight of this short film, which includes tourist destinations in the Old Town.

The researcher chose the Old Town as the setting for most parts. The historical and aesthetic value of the Old Town is considered to support the visual beauty of this short film. The previous research adopted cinematographic components in producing short films to promote tourist destinations in Semarang, especially the Grand Maerakaca tourist destination. This research also has the same goal as the previous research but focuses on one of the tourist destinations in Semarang, namely Semarang Contemporary Art Gallery.

The researcher chose to highlight a story that focuses on one of the paintings on display at the gallery. The painting chosen has a deep emotional meaning. The researcher then developed the meaning and message of the painting into a narrative and storyline about the past and present relationship between the two main characters in the film. Through much testing and collecting feedback on the short film 'Deeper Than Love,' it can be concluded that making short films can be a good promotional medium for tourist destinations.

The short film "Deeper Than Love" has its differences and uniqueness compared to the short film used by the author as a reference entitled "Jalan Nostalgia." The short film 'Deeper Than Love' has differences in several ways, starting from the storyline where the researcher used a back-and-forth plot with a romantic genre. Researcher also deliberately used an open ending in this short film. The audience is free to determine whether the ending of the short film ends happily or sadly. The duration of this short film is also longer

at 27 minutes, while the reference short film is 10 minutes long. In this case, this short film also tells the same story about nostalgia as the reference short film, but the short film “Deeper Than Love” chooses to visualize the nostalgia.

The short film "Deeper Than Love" was made in stages: pre-production, production, and post-production. During these stages, the researcher participates completely in the production stage. In this stage, the researcher acts as a cinematographer and executes the production at the developing preliminary form of product.

In the production process, both “Jalan Nostalgia” and “Deeper Than Love” did not use a special camera to record the film but utilized the cinematic features of the iPhone to capture the footage. In this case, the short film "Jalan Nostalgia" used the iPhone 14 Pro (Bahasa Asing Terapan SV Undip, 2024), while the researcher used the iPhone 15's cinematic camera feature. The short film “Jalan Nostalgia” used the Saramonic Blink B2 for the entire audio recording, while the researcher used the TNW-X9 Wireless Dual Lavalier Microphone Plug.

In the filming process, both short films chose to use several camera angles, such as high angle, low angle, and over-shoulder view, and types of shots, such as extreme long shot, long shot, medium long shot, medium shot, medium close-up, and close-up. These techniques produce many types of footage that will improve the quality of the short film produced.

The researcher faced several challenges during the production process. Because only one device was used, the iPhone 15, the researcher needed to be careful and patient in capturing footage with many camera angles and shots. As a result, the filming process took longer, but the researcher could do it to the end as much as possible. One of the filming processes was quite difficult during the staircase scene, which had to be careful not to fall. The filming process on the highway was also quite challenging due to the unpredictable traffic conditions.

Another challenge faced by the researcher was the surroundings that impacted the audio quality. During the outdoor filming process, the researcher experienced challenges in dealing with noise. Despite using a special microphone, disturbing noises were still recorded. However, the obstacle was overcome by re-recording and ensuring the situation was conducive to filming.

After the post-production and revision process, which resulted in the final product, the researcher uploaded the short film 'Deeper Than Love' to the Applied Foreign Language YouTube platform and disseminated it to the public.