

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

In order to promote Semarang Contemporary Art Gallery as a tourist attraction, this research employs the Research and Development (R&D) technique from Borg and Gall to create a short film. The entire process of creating the short film "Deeper Than Love" is explained by this study. The researcher used the eight steps in the R&D technique to ensure the product matches the desired results. The researcher's initial stage in making this short film was Research and Information Collection, which involved conducting surveys, observations, and documentation. The second stage is Planning, often called the Pre-Production stage, which is designed by the author, starting from the storyline, scriptwriting, storyboard, location survey and permit, rehearsals and reading, and shooting schedule.

After all the planning stages were completed, the researcher developed a preliminary form of the product stage, which included the production and post-production of the short film "Deeper Than Love." The production stage lasted several days and the Planning that had been made paid attention to many aspects of the process. During the filming process, the researcher experienced some unexpected obstacles and was able to overcome them well. The post-production stage was then carried out, starting with image editing, sound creation, scoring and securing music, color grading, and generating titles, credits, and subtitles.

Then, Preliminary Field Testing was carried out by the supervisor of the product that had been developed and received the title "Feasible with revisions according to the rules." After receiving feedback, the author conducted the Main Product Revision by re-shooting and editing some scenes. After that, the author conducted Operational Field Testing by distributing questionnaires to 10 respondents. The results of the respondents' assessment of the story, visual quality, audio quality, and subtitles were good. Then, the researcher revised the final product to ensure that the short film

"Deeper Than Love" was suitable for the next stage. In the final stage, Dissemination and Implementation, the author uploaded the short film "Deeper Than Love" on YouTube and disseminated it to the public.

5.2 Suggestion

After carrying out all the processes in this study, the researcher found several suggestions that can be used and considered for further research related to short filmmaking. The researcher recommends that future studies focus more on the utilization of location as the main element in visual works. Maximizing locations through increasing the number and quality of shots can be an appropriate approach, especially in making promotional-themed short films. Thus, emphasizing the visual aspect of the location is considered more effective than prioritizing the storyline, because it can strengthen the appeal and message to be conveyed through the film.

The researcher also suggests that future studies should make a backup plan for making short films, especially at the production stage. Emergency plans are essential in overcoming unexpected situations such as weather, health conditions, filming equipment constraints, and the state of the surrounding environment.

The researcher also suggested that before wanting to create a film, it is better to watch many short films for reference. It will be beneficial for us as Applied Foreign Language students who do not have a background in film. Using more than one camera or mobile phone is highly recommended for the effectiveness and efficiency of the filming process. A backup device can be used when a problem occurs in one of the devices.

Double-checking the audio and video that has been recorded is also very important to avoid problems in the post-production stage. Knowledge of the technicalities of video and audio capture is also essential, so the researcher suggests that future studies pay more attention to this aspect. Moreover, double-checking the video is very important to ensure all shots are obtained before the production process is completed. The researcher hopes that this study can help and inspire further studies.