

**DEVELOPING “THE MEMORIES OF SEKAYU”:  
A SHORT FILM TO SUPPORT TOURISM PROMOTION  
OF SEKAYU VILLAGE IN SEMARANG**



FINAL PROJECT

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

by

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
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**APPROVAL SHEET  
A FINAL PROJECT**

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## **ABSTRACT**

This study aims to create a short film as a promotional media to introduce Sekayu Village, one of the oldest villages in Semarang City that has high cultural and historical value. This village has different potentials that can be developed as tourist attraction, but still relatively unknown to the wider public. Therefore, there is a need for promotional media that is engaging, informative, and easily accessible. This study used the Research and Development (R&D) method adapted from the Borg and Gall (1983) model which is simplified into 8 stages: research and information collecting, planning, developing preliminary form of product, preliminary field testing, main product revision, operational field testing, final product revision, and the dissemination and implementation stage. The results of the study indicate that the use of the Borg and Gall model successfully created a short film titled “The Memories of Sekayu,” which is suitable for use as a tourism promotional medium. The questionnaire results show that the respondents responded positively to the short film in terms of content, audio-visual quality, and the use of language. Thus this short film is expected to be an effective promotional tool in order to expand information about Sekayu Village.

Keywords: Sekayu Village, short movie, promotional media, cultural tourism

## ABSTRAK

Penelitian ini bertujuan untuk menghasilkan film pendek sebagai media promosi untuk memperkenalkan Kampung Sekayu, salah satu kampung tertua di Kota Semarang yang memiliki nilai budaya dan sejarah. Kampung ini menyimpan berbagai potensi yang dapat dikembangkan sebagai daya tarik wisata. Meskipun menyimpan potensi wisata yang cukup besar, keberadaan Kampung Sekayu masih kurang dikenal oleh masyarakat luas. Sehingga diperlukan media promosi yang menarik, informatif, dan mudah dijangkau. Penelitian ini menerapkan metode *Research and Development (R&D)* pada model *Borg and Gall* (1983) yang telah disederhanakan menjadi 8 tahapan, meliputi pengumpulan informasi awal, perencanaan, pengembangan produk awal, uji coba lapangan awal, revisi produk, uji coba operasional, penyempurnaan produk akhir, serta tahap diseminasi dan implementasi. Hasil penelitian menunjukkan bahwa penerapan model *Borg and Gall* berhasil menghasilkan film pendek berjudul “*The Memories of Sekayu*” yang layak digunakan sebagai media promosi wisata. Berdasarkan hasil penyebaran kuesioner, film tersebut memperoleh respon positif dari responden pada aspek isi, kualitas audio-visual, dan penggunaan bahasa. Dengan demikian, film pendek ini diharapkan dapat menjadi sarana promosi yang efektif untuk memperluas informasi mengenai Kampung Sekayu.

**Kata kunci** : Kampung Sekayu, film pendek, media promosi, wisata budaya