

CHAPTER 1

INTRODUCTION

1.1 Background

Nowadays, the development of the tourism sector is no longer determined solely by the beauty and physical advantages of a tourist destination or how it is promoted and introduced to the wider community. Digital technology has made promotional media an important factor in shaping tourists' perceptions of a destination. Promotional videos are an effective visual medium because they present destinations in an attractive and engaging way. Through a combination of images, sound, and storytelling, videos provide an engaging visual experience that captures the audience's attention and depicts the atmosphere of a tourist destination (Graça & Banha, 2022).

Technological advances have encouraged the wider use of promotional videos to introduce various tourist destinations to the public. Videos can be distributed quickly through digital platforms and social media, allowing information about a place to reach a wide audience in an interesting and effective manner. Videos can present a realistic picture of the atmosphere, local uniqueness, and experiences that can be enjoyed at a destination (Jain & Rani, 2022). In addition to conveying information, promotional videos play a role in shaping a destination's identity by visualizing the storyline.

In the context of tourism promotion, films and short films have the advantage of combining visual, audio, and narrative elements into one medium. Using films as a promotional medium creates emotional engagement between the audience and the story, including the setting. This makes films one of the most effective media for introducing a tourist destination (Yudaninggar & Ajibulloh, 2019). Additionally, tourism promotional films can shape audience perception of a place, helping to build an attractive image of the destination in viewers' minds (Bonelli et al., 2019).

The influence of films on tourist interest is known as film-induced tourism, or when people become interested in visiting a place after it is featured in a film. A destination's presence in a film can strengthen its image while raising its profile as a tourist destination. Visualizing scenery, atmosphere, and stories associated with a particular location provides an attractive picture for viewers, encouraging curiosity and

the desire to visit (Huerta-Viso et al., 2024). This trend can be seen in several Indonesian films, such as *Laskar Pelangi* and *Ada Apa dengan Cinta? 2* which showcase the natural beauty of Belitung and Yogyakarta as a cultural tourism destination.

Sekayu Village, located in the heart of Semarang City, is one of the oldest villages and holds significant historical value in the city's development. Based on initial observations and interviews with Head of the Neighborhood Unit five, it is evident that this area is not frequently visited by tourists and is not widely recognized as a tourist destination with historical and cultural significance. This indicates that the Sekayu Village has not fully utilized its potential due to insufficient promotion.

In addition to its strong historical value, Sekayu Village has the potential to be developed as a tourist destination in Semarang. This potential can be analyzed using the 4A concept, which considers attraction, accessibility, amenities, and ancillary services (Cooper, 2005). In terms of attractions, Sekayu Village offers several points of interest, such as historic buildings and authentic houses. Which contribute to its attraction. In terms of accessibility, Sekayu Village is centrally located in Semarang, making it easily accessible to tourists. The presence of places of worship, parking areas, and access to information through digital platforms, such as Google Maps, supports the amenities aspect for visitors

Digital technology has opened up new opportunities for promoting tourist destinations, particularly through audio-visual media. Visual media, such as videos and films, can effectively convey the atmosphere and unique characteristics of a place to an audience, shaping the image of a tourist destination in the process (Sawinska & Smalec, 2023). However, most studies focus on popular tourist destinations, and the use of short films to introduce historically and culturally significant villages such as Sekayu Village remains relatively limited.

Based on these conditions, this research proposes producing a short film to introduce Sekayu Village to a wider audience. A short film is an effective medium because it combines visual and audio elements with a narrative. This allows the atmosphere, historical significance, and character of Sekayu Village to be presented in a more engaging and emotionally resonant way. This research used a short film titled

‘The Memories of Sekayu’ as the promotional medium. It is aimed at the general public, particularly domestic and international tourists interested in cultural tourism and alternative urban destinations. The primary target audience is young people aged 18-35 who are accustomed to finding travel information on digital platforms and social media.

1.2 Research Question

To ensure the research has a clear direction and a structured focus, discussion of the following research questions is necessary.

1. How is the pre-production and production process of making “The Memories of Sekayu” to support tourism promotion of Sekayu Village in Semarang?
2. How is the audience feedback regarding a short film “The Memories of Sekayu?”

1.3 Research Objective

The purpose of this study is to guide the research process systematically by referring to the research question.

1. To describe the pre-production and production process of creating the short film “The Memories of Sekayu” to support tourism promotion of Sekayu Village in Semarang
2. To explain audience’s feedback regarding the short film “The Memories of Sekayu” as a tourism promotion medium for Sekayu Village.

1.4 Significance of the Study

To achieve a more focused objective, this research is expected to contribute significantly, both theoretically and practically.

1. Theoretical Benefits

This study is expected to provide an overview of the pre-production and production process for making short films, as well as how films can be used to introduce and promote the potential of tourist destinations.

2. Practical Benefits

In practical terms, this research is intended to provide the public with information and visual references to help them learn about the potential of Sekayu Village as a tourist destination in the Semarang City.

1.5 Output of The Research

The output of this research was a 27-minute short film about Sekayu Village entitle The Memories of Sekayu that showcases the potential of the area as a tourist destination in the Semarang. The short film has been published on digital platforms, namely on the *Bahasa Asing Terapan SV Undip* YouTube Channel, to introduce Sekayu Village to a wider audience.