

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Framework**

This section introduces theories related to the research focus, which provide the primary framework for explaining the phenomena studied and serve as the foundation for analyzing and interpreting the research findings.

##### **2.1.1 Cultural Tourism**

Tourism refers to the movement of individuals or groups from their place of residence to another area for a specific period of time, for reasons such as recreation, work, or other purposes. The World Tourism Organization (UNWTO) defines tourism as a series of travel activities undertaken by an individual who travels and temporarily stays outside their usual environment for less than one year for recreational or non-recreational purposes. This definition reflects the fact that tourism encompasses the entire journey experience, including engagement with the local environment, social life, and utilization of the available potential at the destination.

Culture involves the tangible and intangible heritage, traditions, values, customs, arts and ways of life that a society possesses and transmits. These elements define the identity of a community and can be a major attraction in cultural tourism activities (Shakya & Vagnarelli, 2024). Culture represents a region's identity and distinguishes it from other areas. In the context of tourism, cultural elements have the potential to be developed into attractions that can attract tourists. One form of such utilization is evident in the development of cultural tourism. According to Richard (2018) cultural tourism is defined as traveling from one's place of residence to experience cultural attractions, seeking new information and insights that fulfill one's cultural needs. It is no longer merely the passive consumption of cultural objects, such as museums or historical sites. Rather, it has evolved into a more interactive experience in which travelers seek to engage directly with the arts, traditions, and daily routines of local communities. This trend supports a definition of culture rooted in "ways of

life" and creative experiences. Thus, its primary appeal lies not only in historical artifacts but also in local cultural values, traditional wisdom, and authentic activities.

Along with the growing tourism sector, cultural tourism has expanded into various activities. These include heritage, arts, culinary, film, and creative tourism, each offering a unique cultural experience. Cultural tourism plays a crucial role in destination development as it can create attractions rooted in a region's values, traditions, creativity, and local identity. Proper management of cultural tourism can promote cultural preservation, strengthen a destination's image, and provide social and economic benefits to the local community (Petrei et al., 2020).

### **2.1.2 Sekayu Village**

Sekayu Village is one of the oldest villages in the city of Semarang, located in Sekayu Subdistrict, Central Semarang District, Central Java. The area is strategically situated in the city center, directly behind the Paragon Mall shopping center. Sekayu Village holds significant historical and cultural value, as it was historically known as a timber collection site for the construction of the Agung Demak Mosque around 1413. The name "Sekayu" comes from the phrase "sentral kayu" as this area was historically a gathering place for timber. The existence of Sekayu Village reflects the historical development of Semarang City, traces of which remain recognizable to this day. The well-preserved character of the village makes this area an important part of the city's historical identity (Kusumaningdyah et al., 2022). Therefore, Sekayu Village can be understood as a cultural heritage area that represents the interconnection between the city's history, the social life of its people, and the structure of the old district.

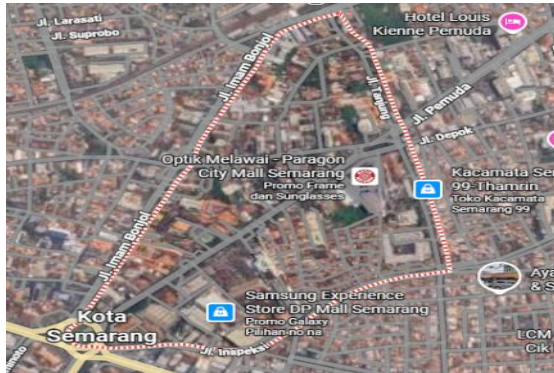


Figure 2.1 Sekayu Village

Sekayu Village has great potential for development as a cultural tourism destination. This potential is evident in the village's historical elements, local culture, and distinctive architecture. Sekayu Village's appeal lies not just in its physical structures, but also in its historical value, community activities, and authentic atmosphere. The area's authenticity and identity can attract tourists interested in history and culture-based travel experiences. Sekayu Village has the opportunity to be promoted as a tourist destination representing the cultural heritage of the city of Semarang.

### 2.1.3 Digital Promotion

Digital promotion is a marketing strategy that uses online media to introduce products or services, build a brand image, and convey marketing messages to consumers more effectively and efficiently (Bala & Verma, 2018). In the current state of tourism development, digital promotion plays a crucial role because it is more effective than traditional promotional methods. In tourism, digital promotion can be carried out through channels such as social media, websites, and video-sharing platforms. These channels allow destination information to be disseminated in a more engaging and accessible manner. Using digital promotion to market tourist destinations shows that digital media serves as more than just a means of conveying information; it also fosters tourists' interest in a place's character, atmosphere, and uniqueness (Purwaningwulan et al., 2021).

Platforms like Instagram, TikTok, Facebook, and YouTube allow destination managers and tourism activities to visually enhance a destination's appeal. In addition to providing information, digital promotion plays a crucial role in shaping how potential tourists perceive a destination. The information and visuals presented through digital media can influence how an audience perceives a place, creating the impression that the destination is attractive, unique, and worth visiting (Mallick, 2023). A positive image built through digital promotion can generate interest in visiting because tourists are drawn to destinations with a clear identity, easily accessible information, and an active digital presence Chamboko-Mpotaringa and Tichaawa (2021). Therefore, digital promotion can be an effective strategy for introducing the historical, cultural, and unique values of an area to a wider audience. Thus, digital promotion can support efforts to strengthen Sekayu Village's identity as a potential historical and cultural tourism destination in Semarang.

#### **2.1.4 Short Film**

Film is an audio-visual medium that conveys messages through a combination of visual, audio, and narrative elements. It is understood not only as entertainment, but also as a cultural representation and a tool for conveying ideas. Film can be used to inform, educate, and promote. Because of its audio-visual nature, film has a powerful influence on audience perceptions, emotions, and understanding of issues, places, figures, and events (Pramaggiore & Wallis, 2020). The evolution of film demonstrates continuous change in technology, aesthetics, distribution, and social function. Initially, film emerged as a simple visual medium without sound. It later evolved into sound films, color films, and eventually, digital films. Technological advancements have made film a more flexible and accessible medium. Today, films can be enjoyed through various channels, including movie theaters, television, streaming platforms, and social media (Vanderwal et al., 2019).

One type of film that is widely used today is the short film. A short film is a motion picture that is not as long as a feature film and is intended to be a short and concentrated way of communicating ideas or messages. A short film is short

in length, but still needs to have the basic ingredients of cinema and storytelling such as, characters, story, conflict, composition, sound, resolution (Csajbok-Twerefou & Roussino,2025). Advancements in digital technology and the emergence of digital platforms that facilitate production, distribution, and consumption by the general public have supported the development of short films. There are various types of short films, including experimental, commercial, and entertainment. Each type has its own distinct purpose in conveying a message to the audience (Huerta-Viso et al., 2024).

### **2.1.5 Video Making Process**

The video making process is a structured sequence of steps taken to create an audio-visual work, from planning to the final product. It is a process that encompasses creative and technical elements. These elements include idea development, visual concept design, production planning, filming, and post-production. Since films consist of various elements, their production requires a structured process to ensure all components are properly organized. The film production process is generally divided into three stages: pre-production, production, and post-production (Mykhailiukova & Antoniviska, 2024). These three stages form the primary workflow in producing various types of films.

#### **2.1.5.1 Pre- production**

Pre-production is the initial stage of the filmmaking process and serves as the planning and preparation phase. During this phase, all concepts and technical details are formulated to ensure production proceeds according to the objectives, schedule, and requirements (Babalola, 2022). Activities typically carried out during this stage include:

##### **1. Story Concept**

A story concept is the fundamental idea that serves as the starting point for filmmaking. It encompasses the development of the film's theme, message, characters, conflict, and atmosphere. During this process, the production team discusses and researches the idea to refine it. Once the idea is fully developed, the scriptwriter creates the primary

foundation for the short film production, ensuring that the plot and message can be clearly conveyed to the audience.

## 2. Script Breakdown

A script breakdown involves analyzing a script to determine the production requirements for each scene of a film. This step usually occurs after the script is finalized and before production begins. Through the breakdown, the production team can map out technical and artistic requirements as well as needs related to the cast, props, costumes, locations, and other necessary equipment. The script is the production team's primary guide for understanding the storyline and visual imagery, allowing each stage of production to be carried out more efficiently (Parihar, 2020). A script breakdown is crucial because it acts as a bridge between the story concept and its visual realization on set.

## 3. Production Storyboard

A production storyboard is a visual representation of the narrative structure created before filming begins. It translates the written script into a visual format, allowing the production team to more clearly envision the scenes that will appear on screen. According to Figueiredo, Rebelo, Noriega and Vilar., (2022), a storyboard is the presentation of a story through a sequence of images arranged in the order of the scenes, which aids in visualizing the transition from script to visual form. In film production, a storyboard is often referred to as a visual script because it serves as a guide throughout the production process. Additionally, production storyboards support efficiency because each scene has been designed in advance, allowing filming to be carried out more effectively.

## 4. Filming Schedule

A filming schedule is a production schedule designed to organize the filming process. In film production, the Assistant Director (AD) generally prepares the filming schedule, while the Production Director

(PD) oversees the production schedule to ensure it proceeds as planned. Before filming begins, the production team outlines the technical requirements for each scene, such as camera setups, and breaks down the script and shot list. These preparations help ensure that the filming process is carried out in a structured and efficient manner. The primary function of a filming schedule is to organize the production process so that time, labor, and resources can be managed effectively. With a detailed schedule, the entire team understands the timing of activities, shooting locations, and requirements for each day of production. Thus, the filming schedule is a crucial tool for managing film production and coordinating departments throughout the filming process.

#### 5. Call Sheet

A call sheet is a daily production document that contains detailed information about the shooting schedule for a specific day. It typically includes the schedule of activities, arrival times for crew and talent, shooting locations, the sequence of scenes to be shot, technical requirements, key contacts, and special production notes. The call sheet serves as a daily operational guide, ensuring that the entire production team understands their respective tasks, working hours, and responsibilities throughout the shooting process. According to Diefenbach and Slatton (2019), the call sheet is one of the most important production documents because it facilitates workflow and on-set coordination. Additionally, the call sheet helps minimize potential miscommunication among team members by providing clear, structured daily information.

#### **2.1.5.2 Production**

Production is the implementation phase of the filmmaking process that follows pre-production planning. During this phase, the production team and cast bring the story concept to life visually in accordance with the script and storyboard. The selection of camera angles and shot types plays a

crucial role in building the visual narrative during filming. Camera angles and shot sizes convey the intended situations, characters, and emotions of each scene. Visual elements such as angles and shots can support storytelling more effectively through video media (Walker & Boyer, 2018). Using a variety of filming techniques can help filmmakers direct the audience's focus and convey visual messages more clearly in each scene. Various types of camera angles and types of shot are commonly used in audiovisual production (Sanz-Anar et al., 2023).

### 1. Camera Angle

A camera angle refers to the position of the camera in relation to the subject being filmed. This angle helps create visual meaning within a film scene. The choice of camera angle helps the audience understand the story's characters, situations, and atmosphere. In audio-visual media, camera angles support visual expression and depict the relationships between characters as required by the scene. Thus, camera angles in film are tailored to visual objectives and the intended message for the audience (Hanmakyugh, 2023).

#### a. Eye Level

An eye-level shot is taken when the camera is positioned at the same height as the subject's eyes. This angle is used to portray subjects naturally, giving the audience a realistic view of characters or situations.

#### b. High Angle

In a high angle shot, the camera is positioned above the subject and pointed downward. This angle makes the subject appear smaller. In film production, high angles are often used to emphasize a character's emotional state and create drama.

#### c. Low Angle

A low angle is when the camera is positioned below the subject and pointed upward. This angle makes the subject appear larger or

more dominant. In film, low angles often reinforce a character's image and highlight their visual position within a scene.

d. Bird's Eye View

A bird's-eye view is a camera angle taken from a high vantage point with the camera pointing downward. This angle is used to show wide shots of objects, spaces, or environments, allowing the layout of the scene to be seen more clearly. In film, the bird's-eye view is often used to show the big picture of a situation.

e. Frog Eye View

A frog's-eye view is a camera angle taken from a low position and angled upward. This angle makes the subject appear larger, more powerful, and more majestic. In film production, it is often used to create dramatic effects and enhance the visual impact of objects or characters.

f. Over the Shoulder

In the over-the-shoulder filming technique, the camera is positioned behind one of the characters' shoulders, allowing part of the character's body to be visible in the frame. It is often used in dialogue scenes to show where a character is looking, how the characters relate to each other, and the context of their interaction.

2. Type of Shot

A shot type refers to the size of a shot, which is determined by the distance of the camera from the subject. In film production, shot sizes convey spatial context, character expressions, and visual focus within a scene. Selecting the appropriate shot size helps to convey visual information more effectively because each size serves a different function in audio-visual storytelling (Elmezeny et al., 2018). There are some techniques used in photography:

a. Extreme Long Shot

An extreme long shot shows a wide view of a location. It is usually used at the beginning of a scene to introduce the setting and

demonstrate the scale of the space, before the audience is drawn into the details.

b. Long Shot

This shot shows the subject in full along with its surroundings. It is used to show activity, body movement, the subject's position, and their relationship to the scene's setting.

c. Medium Long Shot

This is a shot that typically frames the subject from the knees up. It is used to balance body movement and character expressions, making it suitable for scenes involving interaction, movement, or light dialogue.

d. Medium Shot

A medium shot is one of the most commonly used shot sizes in film production. It provides a balanced view of facial expressions and upper body movements. It is often used in scenes with dialogue, character introductions, or situations requiring clear visual communication between characters and the audience.

e. Medium Close Up

This shot frames the subject from the chest up. It is used to highlight facial expressions while showing part of the body. In film production, medium close-ups are often used in scenes with dialogue or emotional interactions.

f. Close Up

A close up is a shot that focuses on a subject's face or the details of an object from a short distance. This type of shot is used to highlight expressions, emotions, or important details in a scene. In film, close-ups help build an emotional connection between characters and the audience.

g. Big Close Up

A shot that shows the subject's face up close, revealing the details of their expression. It is used to intensify emotions and emphasize a character's psychological response at a specific moment.

h. Extreme Close Up

It shows specific details of the subject in an extreme close-up. This technique is used to highlight important visual elements in a scene, such as subtle expressions, body parts, or significant object details.

### **2.1.5.3 Post- production**

Post-production is the final stage of filmmaking or video production. During this stage, all footage from the shoot is processed into a complete, ready-to-screen work. This stage involves processes such as video editing, sound processing, adding music and visual effects, color grading, and preparing the video for distribution. The goal of post-production is to organize the footage so that the story's content is clearly conveyed and remains consistent with the initial concept (Lennon & Smith, 2021). According to Maio (2024), the post-production process consists of nine main stages:

1. Image Editing

The process of enhancing the quality of recorded footage to align it with the film's aesthetic requirements is called visual processing. This process stabilizes the images to ensure that the final footage aligns with the production's vision.

a. Cutting and arranging Clip

It is the process of selecting, cutting, and arranging video clips in the order of the story. This stage establishes the narrative flow, visual rhythm, and continuity of scenes, ensuring the film is coherent.

b. Changing Color, Brightness, and Contrast

Visual grading is the process of correcting and harmonizing the color and lighting of footage. This stage aims to create visual consistency, enhance image detail, and set the mood required by the story.

c. Adding Effect

It is the process of adding visual elements or transitions to enhance a film's visual appeal according to narrative and aesthetic requirements. These effects are used strategically to support the storyline without distracting from the main focus.

d. Fine Tuning Audio

It is the process of refining recorded audio to make it sound clearer, more balanced, and better suited to the film's needs. In post-production, audio quality has a significant impact on the audience's viewing experience and the film's ability to convey emotion.

2. Sound Creation

Sound creation involves creating, adding, and processing sound elements during post-production. Some key steps in sound creation are:

a. Sound Effect

Additional sounds are used to enhance actions, events, or atmospheres in a film. They help clarify scenes, reinforce a sense of realism, and make the visuals feel more vivid.

b. Creating Foley Audio

After filming has wrapped, the process of re-recording sound effects for movements or physical interactions begins. These sounds are used to add audio detail and synchronize with visual movements, making scenes feel more realistic and vivid.

c. Creating Background Music

The process of selecting, composing, or creating background music to enhance the atmosphere and emotions in a film is called

scoring. It is used to reinforce the mood of a scene and help the audience experience the emotional arc of the story.

d. Layering and Balancing

It is the process of arranging and balancing various audio elements, such as dialogue, sound effects, foley, ambient sounds, and background music. This stage ensures that all sound elements are clear, harmonious, and well-integrated.

3. Scoring and Securing Music

The process of selecting, creating, and securing the rights to use music in a film is called music scoring and licensing. Music plays a vital role in amplifying emotions, setting the mood, emphasizing the rhythm of scenes, and reinforcing the film's audio-visual identity. In production, the use of music relates not only to artistic aspects, but also to the legality of using musical works, ensuring that the film can be safely released. Therefore, filmmakers must understand how to obtain music through licensing, royalty-free platforms, or original compositions according to production needs (Leska, 2020).

a. License

A license is official permission from the copyright holder to use musical works in audio-visual productions, including films. Licenses ensure that the use of music complies with copyright regulations and is lawful.

b. Royalty Free Platform

This is a music platform that allows users to legally use music without paying recurring royalties for each use. It makes it easy for filmmakers to find practical background music that meets their needs.

c. Original Composition

This music is composed specifically for the film. Tailored to the film's theme, mood, and plot, this music supports the film's emotional and narrative needs more precisely.

#### d. Using the Right Music

This involves selecting the right music, whether from licensed tracks or royalty-free sources. It plays a crucial role in improving audio-visual quality and ensuring compliance with copyright laws and other applicable legal regulations.

#### 4. Sound Mixing

Sound mixing is the process of combining various audio elements, such as dialogue, sound effects, and music, to create a balanced soundscape in a film. During this process, the volume levels of each element are adjusted to complement one another and support the overall narrative. Precision is required in the sound mixing process to ensure clear dialogue, accurate sound effects, and music that effectively enhances the emotional atmosphere of a scene. The result is audio that seamlessly integrates with the story, helping the audience experience a deep emotional connection.

#### 5. Adding VFX

Visual effects (VFX) are digitally manipulated visual elements that support the needs of a film scene. VFX can include object removal, adding digital backgrounds, compositing, and other visual effects. These techniques help directors visualize their creative ideas, enhance visual details, and blend real and virtual elements to create a more immersive viewing experience.

#### 6. Color Grading

Color grading is the process of adjusting the colors in a film to create visual consistency and a mood that aligns with the needs of the story. During this process, the color tone, contrast, saturation, brightness, and visual character of each scene are modified to give the film a more cinematic and aesthetically harmonious appearance. Color grading enhances emotions, visual identity, and dramatic nuances in film production, making it a crucial component in shaping the final look of an audiovisual work.

#### 7. Generating Title, Credit, and Graphic

The process involves creating text and graphic elements that enhance the film's presentation, both informatively and visually. These elements

include the film title, opening titles, lower thirds, graphic subtitles, and closing credits. They also include other visual designs that reinforce the work's identity. They convey information about the film, its production, and the people involved while enhancing the visual presentation for a clearer audience experience.

#### 8. Digital Cinema Package (DCP)

This is a standard format for storing and distributing films for theater screenings. This format ensures optimal image and sound quality across various screens and audio systems. Additionally, the DCP contains supplementary information that helps guarantee smooth, professional-quality film screenings.

#### 9. Advertising

Advertising is a promotional activity that introduces a film to audiences before or after its release. Promotion can be carried out through posters, trailers, teasers, social media, digital platforms, and other visual media. The goal is to attract attention, build awareness, and expand the film's reach. Strong storytelling and dynamic graphics can make promotions more engaging and help achieve marketing goals effectively. Today, digital promotion is important because it helps film information spread quickly and widely.

### **2.1.6 Subtitling**

Subtitling is a crucial post-production stage that involves translating the actors' dialogue from the original language into the target language. Subtitles are usually placed at the bottom of the screen to help viewers follow the storyline more easily (Fadli & Noviana, 2022). In the short film "The Memories of Sekayu," subtitle creation adheres to guidelines regarding duration and character count to ensure readability. Each subtitle consists of a maximum of two lines and is displayed for no more than eight seconds.

Each line contains a maximum of 37 characters, including spaces and punctuation. If a sentence continues to the next line, an ellipsis (...) is used to

indicate the continuation of the sentence (Hudi et al., 2020). This study emphasizes Gottlieb's (1992) ideas about subtitling strategies. Gottlieb (1992, as cited in Alohaidd & Altuwairesh, 2022) identified ten key techniques that can be used in the subtitling process to ensure that subtitles are linguistically accurate, easy to read, and in sync with the short film's visual rhythm. The following are ten techniques used in the subtitling process:

1. Expansion

Expansion is used to explain cultural terms or contexts that are difficult to translate so viewers can better understand the dialogue's meaning.

2. Paraphrasing

Paraphrasing is the process of rewriting the original sentence to follow the rules of the target language while maintaining its meaning.

3. Literal Transfer

It translates the words directly, preserving the original text's structure.

4. Imitation

Imitation is the copying terms or names that have not been translated, such as the names of people, places, institutions, publications, literary works, and addresses.

5. Transcription

This technique involves translating unique or uncommon words from the source language into the target language while maintaining a natural sound.

6. Dislocation

Dislocation occurs when the subtitles are not properly aligned with the visual or audio elements of a scene. For example, the tone of the music can influence the meaning of the dialogue.

7. Condensation

The process of shortening the sentences without losing any meaning will make the subtitles easier to read.

8. Decimation

This involves omitting less important words in fast-paced or unstructured dialogue to keep the subtitles concise.

## 9. Deletion

Deletion involves removing irrelevant text from the scene.

## 10. Resignation

This is used when the meaning of the dialogue cannot be accurately translated, which makes applying other strategies impossible. Applying these techniques along with guidelines on duration and character count can optimize the quality of movie subtitles and convey the story's message clearly to the audience.

### **2.1.7 YouTube**

Social media is a digital platform that enables users to create, interact with, and disseminate content and information quickly (Setiadi, 2023). It facilitates global communication for individuals and organizations and supports the instant exchange of information. Social media is currently used not only for daily communication, but also for entertainment, education, and promotion. In the context of tourism, user-generated content can influence traveler decisions, making social media a vital tool for promoting new destinations and developing a tourism image (Purba & Irwansyah, 2022).

YouTube is one of the most widely used social media platforms because it enables users to interact with each other through comments, likes, shares, and subscriptions. These features facilitate the exchange of information and support the widespread dissemination of creative content. Since its launch, YouTube has evolved from a simple video-sharing platform into a global social platform. YouTube has become particularly popular among Indonesians. According to research by Setiadi, Azmi and Indrawadi (2019), YouTube boasts over one billion active users worldwide, most of whom are between 18-35 years old and access content via mobile devices. YouTube's visually appealing and accessible graphics allow for effective promotion at low cost (Setiadi, 2023).

## 2.2 Previous Studies

The first study used by the researchers was a study by Priawan, Erwadi, Safrizal, and Akram (2024) titled *Pembuatan Film Pendek “Balik Kampung” Sebagai media promosi dan Pengenalan Wisata di Bengkulu*. This study produced a short film to introduce the tourism potential of the Bengkulu region and increase public interest, especially among tourists from outside the region. The production of this film was based on the Bengkulu Tourism Office’s need for more creative and engaging promotional media so that Bengkulu’s tourist destinations could be recognized by people from various regions. Through the short film “Balik Kampung,” it is hoped that people, both from within and outside Bengkulu, are interested in visiting the various tourist attractions in the region. The second study that is cited as a reference is a study by Prasetyo and Setyadi (2017) entitled *Perancangan Film Pendek Bertema Wisata dengan Pendekatan Storytelling sebagai Media Promosi Pulau Bawean*. This study shows that short films are good for the promotional medium because it can show the beauty of tourist destinations in an interesting way. This study has created a promotional movie called “Discover the Hidden Paradise”. The purpose of this film is to develop a positive perception of Bawean Island by telling stories to showcase the natural beauty, tourism activities, and the visitors’ experiences. Storytelling in tourism promotional films also creates the audience’s desire to visit the destination, as it delivers the information visually and efficiently.

The final work cited by the researcher is *Lahat, The Hidden Paradise* which is a short film uploaded in Masabai YouTube channel in 2021. This short film shows the potential of tourism in Lahat Regency on the island of Sumatra through visual storytelling, showing the natural beauty and various destinations in this area. The story is told through a visual journey that introduces tourist attractions in an emotional and immersive way. The short film moves through multiple sites, all within a single visual narrative, which allows the representation of space to better display the variety of locations. According to these three works, it can be seen that short films have been widely used as a medium for promoting tourism. However, some aspects have not been fully covered in previous studies. The majority of the research continues to be concentrated on the promotion of tourism at a wider regional level, for example at the

provincial level. Additionally, the absence of English subtitles on some promotional videos hinders the dissemination of information to international audiences.

The short films produced generally showcase the beauty of destinations and tourist activities visually, but few have featured narratives capable of fostering an emotional connection between the audience and the depicted tourist destinations. Based on this, this study focuses on the production of the short film “The Memories of Sekayu” as a village-scale tourism promotion medium using an emotional storytelling approach that emphasizes the exploration of space as memory, and is equipped with English subtitles to reach an international audience in introducing the Sekayu Village as a potential tourist destination in the Semarang.