

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The present study aimed to create a short film, “The Memories of Sekayu,” as a tourism promotion media for Sekayu Village. The method used in this study is the Research and Development (R&D) method. The development model used is based on the eight stages proposed by Borg and Gall (1983), adapted to the needs of this research. The research process is started by collecting data through field observation, survey, and documentation to obtain the necessary information as the basis for developing the concept of the film.

Preliminary field testing conducted by the supervising lecturer as the validator indicated that the short film was suitable for use after several revisions had been made. The short film was then tested through operational field testing by distributing questionnaires to respondents to collect feedback on the story, visual quality, audio, and subtitles. The results showed that the audience responded positively to the short film “The Memories of Sekayu”. In addition, English subtitles were also deemed useful for international audiences to understand the content of the story and the information delivered in the short film.

The dissemination and implementation stage were carried out by publishing the short film The Memories of Sekayu on the YouTube channel of *Bahasa Asing Terapan SV Undip* to be accessed by the general public. Overall, this study shows that the short film with storytelling approach could be an effective medium for tourism promotion because it delivers the destination information in a more interesting and communicative way, as well as creating an emotional engagement among the viewers.

5.2 Suggestion

The researchers suggest that the next research should make a promotional film for Sekayu Village with a wider scope. Rather than focusing on a specific location, future research could highlight more destinations, and the various tourism potentials of Sekayu Village. The inclusion of these elements in the presentation of information

to the audience will be more complete, so that the information will give a more complete picture of the uniqueness and identity of Sekayu Village as a historic area with potential tourism in the city of Semarang.

In addition to developing the storyline of the short film, further research is also suggested, allowing for a longer and more structured production schedule. A more appropriate distribution of time will provide for a greater visual exploration, be it by changing the camera angle, the type of shooting or by using a wider range of locations. This can help improve the visual quality, making the resulting short film more engaging and professional. A flexible schedule also allows for different challenges during production such as changing weather, location constraints, or technical difficulties with equipment. A longer preparation period can also allow for more intense rehearsals with the cast, so that the expressions, dialogue and character portrayal are more effectively executed to meet the needs of the story. It makes the film a better promotional vehicle, and it also improves the quality of the film overall, both visually and in storytelling.