

**CREATING A SHORT FILM TO PROMOTE TOURIST  
DESTINATIONS IN FORT WILLEM I AMBARAWA AND  
RAWA PENING LAKE: PRE-PRODUCTION OF “LEAVE”**



**FINAL PROJECT**

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

**by**

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**BACHELOR OF APPLIED FOREIGN LANGUAGES  
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2026**

## STATEMENT OF ORIGINALITY

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# **APPROVAL SHEET**

**A FINAL PROJECT**

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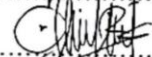
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Semarang, June 22<sup>nd</sup> 2026



Restiana Saputra

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## **ABSTRACT**

Tourism promotion through digital media has become an effective way to introduce tourist destinations to the public. Semarang Regency has several tourist attractions, including Fort Willem I Ambarawa and Rawa Pening Lake, which have cultural and natural tourism potential. In this project, the researcher created a short film entitled “Leave” as a tourism promotional medium for those destinations. The researcher focused on the pre-production stage, including idea development, script writing, storyboard creation, location survey, and production planning. The researcher applied the Research and Development method with the Borg and Gall model and used a Likert Scale involving respondents to evaluate the concept, storyline, and planning process, which successfully supported the filmmaking process and received positive responses from respondents. Therefore, the short film “Leave” is expected to become an attractive tourism promotional media for Fort Willem I Ambarawa and Rawa Pening Lake.

**Keywords:** pre-production, short film, tourism promotion, storyboard, filmmaking

## ABSTRAK

Promosi pariwisata melalui media digital menjadi salah satu cara yang efektif untuk memperkenalkan destinasi wisata kepada masyarakat. Kabupaten Semarang memiliki beberapa destinasi wisata, di antaranya Fort Willem I Ambarawa dan Rawa Pening yang memiliki potensi wisata budaya dan wisata alam. Dalam proyek ini, peneliti membuat film pendek berjudul “Leave” sebagai media promosi wisata untuk destinasi tersebut. Peneliti berfokus pada tahap praproduksi yang meliputi pengembangan ide, penulisan naskah, pembuatan storyboard, survei lokasi, dan perencanaan produksi. Peneliti menggunakan metode Research and Development dengan model Borg dan Gall serta menggunakan skala Likert yang melibatkan responden untuk menilai aspek konsep, alur cerita, dan perencanaan film pendek tersebut. Hasil penelitian menunjukkan bahwa proses persiapan dan perencanaan berhasil mendukung proses pembuatan film dan mendapatkan respon positif dari para responden. Oleh karena itu, film pendek “Leave” diharapkan dapat menjadi media promosi wisata yang menarik untuk Fort Willem I Ambarawa dan Rawa Pening.

**Kata kunci:** pra-produksi, film pendek, promosi wisata, storyboard, perfilman