

## CHAPTER III

### METHODOLOGY

#### 3.1 Methodology

Research and Development (R&D) is a systematic method used to create or validate educational products, such as curricula, teaching materials, and learning media. According to Borg and Gall (1983), the R&D method integrates research activities with product development in order to ensure that the final product is based on strong theoretical foundations and has been tested through empirical validation. This approach is widely applied in educational research to develop innovative solutions that address practical challenges found in teaching and learning processes. Researchers use this method to create a short film with an interesting storyline that can explain and inform the audience about Fort Willem I Ambarawa and Rawa Pening Lake. Therefore, the product was created using the Research and Development method that adapted the Borg and Gall (1983) theory.

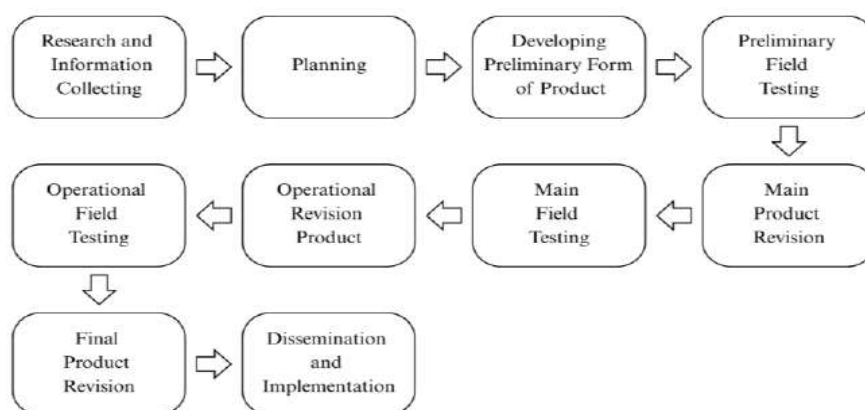


Figure 3. 1 Research and Development Step

According to Borg and Gall (1983), the Research and Development (R&D) model consists of ten systematic stages: research and information collection, planning, development of the preliminary product, preliminary field testing, main product revision, main field testing, operational product revision, operational field testing, final product revision, and dissemination and implementation.

### 3.2 Research and Development Project

This study applies eight out of ten stages of the Research and Development (R&D) model proposed by Borg and Gall (1983). The adaptation of the model is conducted due to practical limitations such as time, cost, and research scope. According to Sugiyono (2019), the R&D model may be modified and simplified according to the needs of the research as long as the core development process is maintained. Therefore, this study focuses on the stages up to product revision without proceeding to large-scale dissemination and implementation, as the product is still in the developmental stage and has not yet been mass-produced.

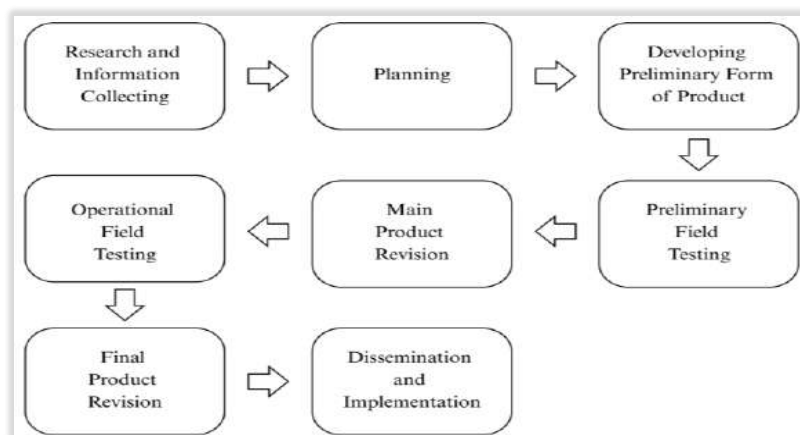


Figure 3. 2 Adaptation Research and Development Steps

#### 1. Research and Information Collecting

At this stage, the researcher collected data and information to support the pre-production of the short film “*Leave*” through literature studies, observation, surveys, and documentation. The process included gathering information about the main filming locations, namely Fort Willem I Ambarawa, and Rawa Pening Lake. These two destinations were selected because they represent a combination of historical and natural tourism resources that support the visual storytelling and message delivery of the short film. Fort Willem I Ambarawa was chosen as one of the main filming locations due to its historical value as a colonial heritage site, as well as its distinctive architectural features that contribute both educational significance and strong visual elements to the narrative of the film (Nurmala & Arafat, 2024). On the other hand, Rawa Pening Lake was selected for its natural beauty and tourism appeal, which

provides strong aesthetic value and enhances the effectiveness of audiovisual tourism promotion (Retnowati, Suryanto, Purwanto, Haryanto, Widyanto, 2020). The methods used at this stage are described as follows:

a. Observation

Observation is a systematic, objective, logical, and organized process used to record and analyze phenomena in both intentional and unintentional situations to accomplish particular objectives (Arifin, 2011). In this study, it was conducted at Fort Willem I and Rawa Pening Lake to analyze the environment, lighting, and visual potential as the basis for the visual concept and filming plan of the short film “Leave.”

b. Survey

In addition to observation, the researcher surveyed Fort Willem I and Rawa Pening Lake to assess their suitability for the film “Leave.” The survey analyzed aspects such as accessibility, lighting, layout, visual potential, camera angles, and possible obstacles to ensure the locations supported both the storyline and their tourism appeal.

c. Documentation

Documentation is an important stage used to collect data on Fort Willem I Ambarawa and Rawa Pening Lake through photos, videos, and visual notes. These materials support location selection, storyboard development, and visual concept design for the short film “Leave,” ensuring a more structured pre-production process.

2. Planning

The planning stage was conducted after the initial data and information collection process had been completed, focusing on determining the direction of product development and the research steps. According to Creswell (2014), this stage involves setting research objectives, designing implementation strategies, and preparing requirements to support the development process. In this study, the planning stage focused on preparing the production of the short film “Leave” as a tourism promotional medium, including developing the concept, storyline, script, and storyboard. It also involved selecting locations such as Fort Willem I Ambarawa and



## 5. Main Product Revision

After receiving feedback from the supervisor, the researcher revised the film by refining the storyline, adding subtitles, and improving audio and visual quality. Each aspect was reviewed to ensure alignment to promote tourism through the short film “Leave.” This stage aimed to enhance the overall quality of the film and prepare it for publication.

## 6. Operational Field Testing

Seventeen viewers participated in the operational field testing after the main product revision. The respondents involved in this study consisted of thirteen employees working in the Jabodetabek area aged between 22 and 40 years old, as well as two respondents who have been working in South Korea and Japan for an extended period and use English in their daily communication. The selection of employees from the Jabodetabek area was intentional, as the storyline of Leave centers on an individual who experiences pressure from a toxic work environment and the fast-paced, crowded lifestyle of the capital city. Therefore, respondents with similar backgrounds were considered more capable of relating to the themes and emotional experiences portrayed in the film and of providing relevant feedback on its narrative and message.

In addition, the inclusion of respondents working in South Korea and Japan was intended to evaluate the quality and comprehensibility of the English subtitles. Since both respondents regularly use English as part of their daily communication in international working environments, they were expected to provide informed assessments regarding the clarity, naturalness, and overall effectiveness of the subtitles in conveying the intended meaning to an English-speaking audience. The questionnaire statements used in this stage are presented in Table 3.2 below.

Table 3. 2 List of Statements

<b>No.</b>	<b>List of Statements</b>
Content Aspects	
1.	The storytelling of the “Leave” short film is easy to understand

2.	Information about the attractions of Fort Willem I and Rawa Pening Lake is well presented in this short film
3.	The duration of the video for “Leave” is sufficient
Audio Visual Aspects	
4.	The “Leave” short film has good image quality
5.	Every scene of the short film “Leave” has good shooting quality.
6.	The spots of tourist attractions used in the video make me want to visit the place
7.	The background music or sound used in the “Leave” short film matches the visual scenes
Linguistic Aspects	
8.	The subtitle of the “Leave” short film is easy to understand
9.	The subtitle text translated of the “Leave” short film is clear in the audio
10.	The subtitle of the “Leave” short film is clear and easy to read

The researcher used a descriptive method by distributing a Google Form questionnaire to respondents. The results were analyzed based on their responses using a Likert scale. According to Batterton and Hale (2017), the Likert scale measures opinions or attitudes through statements that produce measurable responses.

Table 3. 3 Likert Scale Score Level

No	Criteria	Score
1	Strongly Disagree	1
2	Disagree	2
3	Agree	3
4	Strongly Agree	4

The following formula is used to calculate the cumulative score of the questionnaire.

$$\text{Index} = \frac{\text{Total Score}}{\text{Total Respondents}}$$

The evaluation results of each statement are presented using the formula above. According to Sukardjo (2005), the Likert scale used in this study was modified by the researcher as follows:

Table 3. 4 Likert Scale Score Level

No	Interval	Criteria
1	1.00 until 1.75	Strongly Disagree
2	1.75 until 2.50	Disagree
3	2.50 until 3.25	Agree
4	3.25 until 4.00	Strongly Agree

#### 7. Final Product Revision

This stage represents the final revision process conducted after the operational field testing. At this stage, the researcher refined the short film “Leave” based on the evaluation results, responses, and feedback obtained from the respondents during the testing process. These improvements were intended to ensure that the film had achieved better quality and could function optimally as a promotional medium for tourism destinations in Semarang. Through this final revision, the resulting product is expected to meet the desired standards before being published to a wider audience.

#### 8. Dissemination and Implementation

The final stage in this study is disseminating the completed product to the wider public. At this stage, the short film “Leave”, which has gone through various production and revision processes, is published on a digital platform, namely YouTube. This publication aims to make the film accessible to a broader audience and to function as a promotional medium to introduce the tourism destinations

featured in the film. By uploading the short film “Leave” to YouTube, it is expected that the tourism promotion message conveyed in the film can reach more viewers and increase public interest in tourism destinations in Semarang.

### 3.3 Schedule Planning

The table below shows the complete research schedule. It describes each stage of the research process along with the planned deadlines for every activity. This structured schedule helps ensure that all research stages are carried out in a timely and efficient manner. The schedule is designed to support proper planning and to monitor the progress of the research.

Table 3. 5 Schedule Planning

Activity Type	December	January	February	March	April
Research and Information Collecting					
Planning					
Developing Preliminary Form of Product					
Preliminary Field Testing					
Main Product Revision					

Operational Field Testing	
Final Product Revision	
Dissemination and Implementation	

### 3.3 Cost Planning

In conducting the research, the researcher needs to prepare a clear cost and budget plan. All expenses required during the process of producing the short film “Leave” must be calculated and included in this study. The budget planning covers various needs that support the film production process, from the preparation stage to the completion of the final product. The details of the budget plan in this research are presented in Table 3.6, which provides an explanation of the strategy for managing and using the funds during the production process of the short film “Leave.”

Table 3. 6 Cost Budget Plan

No	Expense	Cost
1.	Team Consumption	IDR 800,000
2.	Transportation	IDR 300,000
3.	Editing	IDR 280,000
4.	Entrance Ticket	IDR 45,000
	Amount	IDR 1,425,000

### 3.4 Task Distribution

The short film “Leave” was produced through the collaboration of several students from the Applied Foreign Languages Study Program, with responsibilities distributed according to the main stages of film production to ensure that the entire

process was carried out systematically and effectively. The pre-production stage, which included concept development, scriptwriting, storyboard creation, and overall production planning, was handled by Restiana Saputra. The production stage, which focused on filming execution and on-set coordination, was managed by Hazel. Meanwhile, the post-production stage, which involved video editing, subtitle integration, audio arrangement, and finalizing the completed film, was carried out by Diah Syakila. This division of responsibilities ensured that each production stage could be completed effectively according to the expertise required in the filmmaking process.

Table 3. 7 Description Task Distribution

<b>Category</b>	<b>Description</b>
<b>Director:</b> Hazel Radityo Utomo	Monitoring and supervising the production during filming to ensure all activities run according to the planned schedule.
<b>Cinematographer:</b> Hazel Radityo Utomo	Managing camera operations and technical production aspects while ensuring each scene is recorded according to the storyboard and script.
<b>Production Manager:</b> Restiana Saputra Diah Syakila Putri	A person responsible for logistics, finance, and operations, managing planning, budgeting, scheduling, and daily expenses within the project.
<b>Location Manager</b> Restiana Saputra Diah Syakila Putri	Managing all filming location processes, including selection, arrangement, and coordination with location owners to ensure the site meets production needs.
<b>Scriptwriter</b> Hazel Radityo Utomo Restiana Saputra	Developing communicative dialogue, organizing the storyline, and guiding the characters and plot to keep the film's narrative cohesive.
<b>Storyboard</b> Diah Syakila Putri Hazel Radityo Utomo Restiana Saputra	A storyboard is a visual guide that assists in planning and organizing scenes, allowing the storyline of an audiovisual work to be structured logically and systematically.
<b>Custome and Wardrobe</b> Restiana Saputra	Managing all aspects of costumes and props used by the actors, including selecting outfits that match

Diah Syakila Putri	the characters, adjusting them to the scenes, and maintaining them during production.
<b>Subtitle</b> Diah Syakila Putri Restiana Saputra	Serving as a visual communication aid that helps viewers understand dialogue, narration, and key information in audiovisual productions effectively.
<b>Editor</b> Hazel Radityo Utomo	The post-production stage is carried out to consistently optimize the quality of the final video, including organizing and trimming clips, adding visual and audio elements, and adjusting color and sound aspects.