

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

To answer the first research problem, this study explains the process of developing the short film “Leave” as a promotional medium for tourist destinations in Semarang Regency. The researcher applied eight stages of Research and Development proposed by Borg and Gall, consisting of research and information collecting, planning, developing a preliminary form of product, preliminary field testing, main product revision, operational field testing, final product revision, and dissemination and implementation. The research and information collecting stage was conducted through direct observation, surveys, interviews, and documentation at Fort Willem I Ambarawa and Rawa Pening Lake. In the planning stage, the researcher prepared the storyline, script, storyboard, production schedule, and other technical requirements. Afterward, the researcher proceeded with the production and post-production stages to create the short film “Leave”, which combines tourism promotion with an emotional story about workplace pressure and self-discovery. The final product was then published on YouTube as a digital promotional medium for both tourism destinations.

To answer the second research problem, stakeholder responses and feedback regarding the short film “Leave” were obtained through operational field testing involving seventeen respondents. Before the testing stage, the researcher conducted preliminary field testing with the supervisor as the expert validator and revised the product based on the feedback received. The operational field testing results showed positive responses from the respondents regarding the content, audiovisual quality, and linguistic aspects of the film. The respondents agreed that the storyline was easy to understand, the tourism attractions of Fort Willem I Ambarawa and Rawa Pening Lake were presented clearly, and the visual quality, audio, and subtitles supported the overall viewing experience. These findings indicate that the short film “Leave” can be used as a creative and engaging tourism promotional medium that

increases audience awareness and interest in visiting tourist destinations in Semarang Regency.

## **5.2 Suggestion**

The researcher suggests that future short film productions should be more prepared for unexpected conditions during the filming process. Environmental factors such as changing weather conditions and noise disturbances may affect production quality and schedule efficiency. During the production of “Leave”, several scenes had to be adjusted due to unpredictable weather, while filming at Fort Willem I was occasionally interrupted by live music performances and surrounding noise that affected audio recording. Therefore, future filmmakers are encouraged to conduct location surveys in advance, prepare alternative shooting schedules, monitor weather conditions, and allocate additional time for possible delays. Proper preparation can help ensure a smoother production process and improve the overall quality of the final film product.

The researcher suggests that future promotional short film productions should provide more comprehensive tourism-related information for audiences. Besides presenting attractive visual storytelling and destination highlights, future productions are encouraged to include practical information such as entrance ticket fees, transportation access, boat rental prices, and other travel-related expenses. Providing this information can help audiences prepare their visits more effectively and make the promotional video more informative as a tourism marketing medium. In addition, destination managers and content creators are encouraged to regularly update this information to ensure its accuracy and relevance for potential visitors.