

CHAPTER III METHODOLOGY

3.1 Methodology

Borg and Gall's (1983) Research and Development (R&D) methodology was applied in this investigation. Borg and Gall (1983) defined research and development as a research methodology that uses a methodical process of design, testing, assessment, and revision to generate and evaluate practical or instructional goods. This approach was chosen since the study's goal was to create a physical product—a short film called Leave—in addition to gathering and analyzing data. Eight phases—research and information gathering, planning, creating the product's initial form, preliminary field testing, major product revision, operational field testing, final product revision, dissemination and implementation—were used to develop the product, which was adapted from Borg and Gall's R&D model. By using this approach, the researcher was able to methodically create, assess, and improve the short film as a tourism promotion tool for Semarang Regency's Fort Willem I and Rawa Pening Lake.

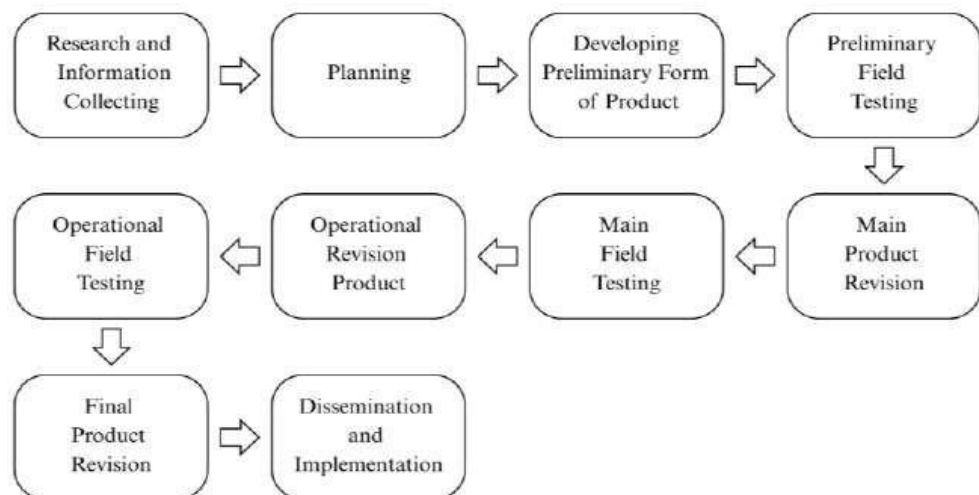


Figure 3.1 Research and Development Steps

As shown in Figure 3.1, the stages of research and development are described as follows:

1. Research and Information Collecting

During this phase, needs were determined and data pertaining to the product under development was gathered. Through observations, interviews, questionnaires, literature studies, and other pertinent sources, the researcher collected data. The goals and course of product development were established using the information gathered.

2. Planning

Based on the results from the preceding phase, the researcher created a thorough plan for the product during the planning step. Determining goals, target consumers, product requirements, and implementation tactics were all part of this process. The product development process remained methodical and in line with the objectives of the research thanks to careful planning.

3. Developing Preliminary Form of Product

At this point, the researcher developed the first iteration of the product in accordance with the predetermined plan. The primary characteristics and goals of the finished product were intended to be reflected in the preliminary product. Before being used more widely, this version was ready for assessment and testing.

4. Preliminary Field Testing

A limited sample size was used to test the prototype product in order to assess its viability and efficacy. Comments about the product's advantages and disadvantages were gathered. The preliminary testing's findings yielded useful information for future enhancements.

5. Main Product Revision

The researcher made changes and enhancements to the product based on input received during the initial field testing. During this phase, any flaws or shortcomings that were found were fixed. The changes were made with the intention of improving the product's efficacy, usefulness, and quality.

6. Main Field Testing

To get more thorough feedback, the updated product was tested with a bigger sample size. The researcher was able to assess the product's efficacy in a wider context at this point. The results provide proof of whether the product achieved its intended goals.

7. Operational Product Revision

To further enhance the product, several changes were performed after the primary field testing. After examining participant responses, the researcher determined which elements needed to be changed. The goal of these changes was to have the product ready for practical use.

8. Operational Field Testing

A wider and more representative sample of consumers participated in real-world testing of the product. This phase evaluated the product's usefulness, efficacy, and appropriateness in practical settings. The outcomes assisted in determining if the product was prepared for ultimate deployment.

9. Final Product Revision

Based on the results of the operational field testing, the researcher made the last adjustments at this point. To guarantee that the product met the required quality requirements, any lingering problems were fixed. After that, the finished product was ready for distribution.

10. Dissemination and Implementation

This final stage involved distributing and implementing the completed product for its intended users. The researcher shared the product through appropriate channels and encouraged its utilization. The dissemination process ensured that the product could provide benefits to a wider audience and achieve its intended purpose.

3.2 Research and Development

Borg and Gall's (1983) Research and Development (R&D) model was used in this project. There are ten steps in the original model. To fit the study's goals, time constraints, and scope, the model was modified into eight phases for this project. According to Sugiyono (2019), as long as the fundamental development processes are upheld, the steps in the Borg and Gall model may be altered and made simpler in accordance with the requirements and circumstances of the study. Therefore, the Main Field Testing and Operational Revision Product stages were not included in this project, and the model was simplified into eight stages that were more suitable for the development of the short film "Leave."

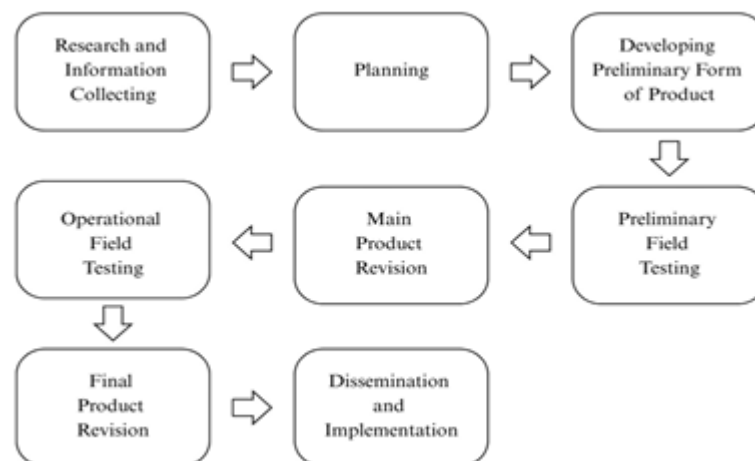


Figure 3.2 Research and Development Project

1. Research and Information Collecting

The researchers acquired pertinent data during the research and information-collecting phase to aid in the creation of the short film Leave. This

stage sought to identify demands, gather supporting information, and establish the basis for product development, according to Borg and Gall (1983). The researchers carried out surveys, observations, and documentation pertaining to short film production and tourism promotion in order to gather thorough data.

The first task was gathering data regarding Semarang Regency's tourist attractions. Fort Willem I and Rawa Pening Lake were chosen by the researchers as the main sites for the short film based on a preliminary study. These locations were picked because of their potential for tourism, natural beauty, and historical significance, all of which might enhance the film's narrative and visual elements. Direct information about the surroundings, ambiance, and aesthetic qualities of the chosen locations was gathered through observation. Marshall and Rossman (2016) define observation as a methodical account of situations, actions, and circumstances in a social setting selected for research.

In order to observe the historical architecture, surrounding landscape, and visual components that can aid in the storytelling process, the researchers went to Fort Willem I. In order to determine Rawa Pening Lake's natural landscape, ambiance, and visual possibilities for the movie, observations were also made there. The researchers visited both sites in person to perform a survey in addition to observation. The purpose of this endeavor was to gather more precise data on each location's appropriateness for film production. The researchers looked at a number of parameters during the survey, such as lighting, camera placement options, accessibility, location layout, and ambient elements that can affect the filming process. The researchers were able to choose suitable shooting locations and visual concepts for the short film thanks to the survey results.

As a crucial step in the data collection procedure, documentation was also carried out. At both tourist locations, the researchers recorded audio, video, and photos. During the pre-production phase, these resources were used as references for storyboard preparation, script development, and visual planning. Additionally, the documentation results were used as supporting resources during the short film Leave's production and post-production phases.

2. Planning

Planning was carried out after all data and information had been obtained through the research and information-collecting stages. According Saunders, Lewis, and Thornhill (2023), research planning is the process of developing a research strategy after the researcher understands the objectives and preliminary information of the research. In this study, the planning stage focused on the process of preparing for the production of a short film, which includes developing a storyline, writing a script, creating a storyboard, determining the production schedule and budget, determining the team members involved, and assigning tasks to each member of the project. The first iteration of the product was created at this point. The narrative, storyboard, shooting schedule, and production specifications were all finalised by the researchers. The production team's and talent's availability was taken into consideration when scheduling the filming procedure.

3. Developing Preliminary Form of Product

Creating the initial version of the short film Leave was the main goal of this phase. Filming, video editing, audio editing, color grading, subtitling, and rendering were among the pre-production, production, and post-production tasks completed by the researchers. The end result was the first draft of the short film that was ready for professional assessment.

4. Preliminary Field Testing

The preliminary product was evaluated by experts. The supervisor assessed the short film in terms of content, language, and audiovisual aspects. Suggestions and recommendations from the expert became the basis for product improvement.

5. Main Product Revision

The researchers asked a supervisor with expertise in the relevant field to assess the short film that had been produced. The evaluation process covered the suitability of the material, linguistic characteristics, and aspects of short

film production. The criteria used in determining the experts are described in Table 3.1.

Table 3.1 Expertise Criteria Subject

Field of Expertise	Criteria	Subject		
Media Expert	Media and Linguistic Aspect	Aditya S.Hum.,	Nur	Patria,
Material Expert	Video Display Aspect	Aditya S.Hum.,	Nur	Patria,

6. Operational Field Testing

Seventeen viewers participated in the operational field testing after the main product revision. The participants consisted of one representative from the Department of Tourism Semarang Regency, one marketing staff member from Fort Willem I Ambarawa, two foreigners, and thirteen employees, especially working in the Jabodetabek area, aged between 20 and 40 years old. The questionnaire statements used in this stage are presented in Table 3.2 below.

Table 3.2 List of Statements

No	List of Statements
	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
1.	The “Leave” short film has good image quality
2.	Every scene of the short film “Leave” has good shooting quality
3.	The spots of tourist attractions used in the video make me want to visit the place
4.	The background music or sound used in the “Leave” short film matches the visual scenes
	Linguistics Aspects
1.	The subtitle of the “Leave” short film is easy to understand
2.	The subtitle text translated of the “Leave” short film is clear in the audio

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3. The subtitle of the “Leave” short film is clear and easy to read
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7. Final Product Revision

The researcher made last-minute changes to the short video Leave based on the outcomes of the operational field testing. The feedback from the respondents was used to review and improve a number of elements, such as the audiovisual presentation, tourism information, and subtitles. The final version of the product was the outcome of these changes.

8. Dissemination and Implementation

After all revisions had been completed, the final version of the short film “Leave” was disseminated and implemented. The short film was uploaded to the official YouTube channel of *Bahasa Asing Terapan SV Undip* to reach a wider audience. Through this dissemination process, the film could function as a tourism promotion medium for Fort Willem I and Rawa Pening Lake and be accessed by both local and international viewers through the provided English subtitles.

3.3 Schedule Planning

The following table shows the overall research schedule. Each stage of the research is accompanied by a predetermined deadline so that the research process can run in a structured and efficient manner. This schedule was designed as a guide to support activity planning and facilitate monitoring of research progress.

Table 3.3 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		

3.4 Cost Budget Plan

Researchers were required to carry out cost planning and budgeting procedures during the research. All costs required for the production of the short film “Leave” have been calculated, and details of the budget planning strategy can be seen in Table 3.5 below.

Table 3.4 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

3.5 Task Division

Pre-production, production, and post-production were the three primary phases in the creation of the short film "Leave." Diah Syakila Putri, Hazel Radityo, and Restiana Saputra worked together on this project. While retaining cooperation throughout the filmmaking process, each researcher was given certain duties based on the stage of production being covered in their individual studies. The following table displays the specifics of the task distribution.

Table 3.5 Task Division

Category	Description
Director: Hazel Radityo Utomo	Controlling and monitoring the production process during filming to ensure that all activities are carried out according to the plan.
Cinematographer: Hazel Radityo Utomo	Managing camera operations and technical aspects of production, as well as ensuring that each scene is recorded in accordance with the planned storyboard and script.
Production Manager: Restiana Saputra Diah Syakila Putri	A person responsible for logistics, finance, and operations who manages planning, budgeting, scheduling, and daily cost management directly in a project.
Location Manager Restiana Saputra Diah Syakila Putri	Manage the entire process related to filming locations, from selection and procurement to location setup, coordinating with venue owners, and ensuring that locations meet production requirements.
Scriptwriter Hazel Radityo Utomo Restiana Saputra	Managing language development and communicative dialogue, structuring the storyline in a planned manner, and directing the characters and plot so that the film's narrative remains cohesive and unified.

Storyboard Diah Syakila Putri Hazel Radityo Utomo Restiana Saputra	A storyboard is a visual guide that facilitates the design and arrangement of scenes, allowing the storyline in audiovisual works to be structured logically and systematically.
Costume and Wardrobe Restiana Saputra Diah Syakila Putri	Managing all aspects of the clothing and props used by the cast, including selecting costumes that suit the characters, adjusting them to the scenes, and maintaining the clothing during the production process.
Subtitle Diah Syakila Putri Restiana Saputra	Serves as a visual communication aid, enabling viewers to effectively understand conversations, narratives, and important information in audiovisual productions.
Editor Hazel Radityo Utomo	Post-production is carried out to consistently optimize the quality of the final video, including organizing and cutting clips, adding visual and audio elements, and adjusting color and sound aspects.