

CHAPTER IV

RESULT AND DISCUSSION

4.1 Result

Three researchers worked together to complete this project. For the short film "Leave," Restiana Saputra handled the pre-production stage, Hazel Radityo concentrated on the production stage, and the researcher handled the post-production stage. The Borg and Gall's (1983) Research and Development (R&D) methodology was applied in this study, which was modified from Sugiyono (2017), was used in this project. A product was created using the R&D method, and its efficacy was assessed through a methodical development procedure. Research and information collecting, planning, developing preliminary form of the product, preliminary field testing, main product revision, operational field testing, final product revision, dissemination and implementation were the phases that were carried out in this project.

The post-production phase of the short film "Leave" was the main topic of this chapter. Post-production, according to Andika (2023), is the last phase of filmmaking, during which audio and visual recordings were edited and polished to create a finished audiovisual output. Video editing, sound design, sound mixing, color grading, subtitle production, and final rendering were among the tasks completed during this phase. The researchers' goal in this project was to use audiovisual storytelling to promote tourist spots in Semarang Regency. As a result, this chapter offered a thorough overview of the post-production processes used to create the finished short film "Leave."

4.1.1 Research and Information Collecting

The goal of this project was to use a short film to advertise tourist attractions in Semarang Regency. The researcher chose Fort Willem I and Rawa Pening Lake as the main settings for the movie after identifying a number of tourist attractions throughout the research and information gathering phase. Data gathered from surveys, interviews, documentation, observations, and a review of

pertinent literature served as the foundation for this conclusion. According to the observation results, Rawa Pening Lake provided a lot of natural beauty, views of the mountains, and a peaceful atmosphere that may improve the short film's aesthetic appeal and cinematic quality. In the meantime, observations made at Fort Willem I uncovered unique colonial architecture and historical elements that might enhance the narrative's educational and cultural significance. Documentation activities, which involved gathering photos and videos to evaluate each location's visual potential and aid in the creation of the storyboard and filming schedule, provided more evidence for these conclusions.

A tour guide and a marketing representative from Fort Willem I were also interviewed by the researcher; the results showed that although Fort Willem I had substantial historical and educational value, it still needed more extensive marketing initiatives to draw in more tourists. Additionally, the interviewers stressed that Rawa Pening Lake and Fort Willem I both had significant tourism potential and could be popular travel destinations for both domestic and foreign travelers. The results of the survey further supported the feasibility of both sites for film production, especially with regard to tourism appeal, accessibility, and visual composition. These results led the researcher to choose Rawa Pening Lake and Fort Willem I as the primary tourist locations for the short film *Leave*.



Figure 4.1 Observing Fort Willem



Figure 4.2 Observing Rawa Pening Lake

Previous works in the adventure and tourism film genres provided support for the short film's choice of natural scenery as one of its primary narrative elements. 5 CM (Mantovani, 2012), which extensively utilized Indonesia's natural environment as a crucial part of the plot, was one of the references used to construct the concept of the short film. The movie showed how natural environments may serve as narrative devices that support a story's intellectual and emotional aspects in addition to being visual components. This method was thought to be pertinent to the creation of the short film *Leave*, especially after the researchers made firsthand observations of Rawa Pening Lake's tourism potential and aesthetic qualities. As a result, Rawa Pening Lake's picturesque surroundings were chosen as one of the main locations because they might help the movie achieve its goals of both narrative development and tourism promotion.

Broadly speaking, the film conceived by the researcher explored the theme of modern life, which demanded that individuals constantly pursue ambition and material achievements. The story depicted how life in Jakarta, filled with work-related stress, can cause a person to gradually forget the simple values in life, including humanity's connection with nature. The main conflict centres on an employee at a multinational company who experienced high work pressure and

conflict with her superiors. These conditions led to emotional exhaustion, prompting the protagonist to resign from his job. This decision was an attempt to seek freedom and explore various places in Indonesia. The journey eventually takes her to Semarang, which becomes a key setting in the story's development.

1.1.2 Planning

Planning was done in the pre-production stage before the production stage started. The researcher collaborated with Hazel Radityo and Restiana Saputra on this project. Pre-production was the responsibility of Restiana Saputra, who in her study, gave a more thorough explanation of the planning process. In a nutshell, the planning step included coming up with the idea for the tale, writing the script, making the storyboard, choosing the sites for filming, getting the equipment ready, setting up the timetable, and managing the production crew. These actions were taken to guarantee that the filming process could be completed efficiently and in accordance with the project's goals.

The planning stage's outcomes formed the basis for the production and post-production phases that followed. As a result, careful planning was necessary to facilitate the creation of the short film "Leave" as a means of promoting travel.

4.1.3 Developing Preliminary Form of Product

In short film production, the third stage of the research and development process was the production and post-production stage. Following the planning or pre-production stage, the researcher proceeds to the third stage. Each activity contributed to improving the quality of the film and preparing it for public distribution through digital platforms.

4.1.3.1 Pre-production

The research team created the plot concept, script, storyboard, shooting schedule, financial plan, and production requirements during the pre-production stage. Along with choosing filming locations, the team also finished the required administrative and permit processes. The production and post-production

procedures could be completed effectively thanks to these preparations. Restiana Saputra offers a more thorough description of this stage.

4.1.3.2 Production

The screenplay, storyboard, and production schedule created during pre-production served as the basis for the filming process during the production phase. At several filming locations in Semarang Regency, such as Fort Willem I and Rawa Pening Lake, the performers were directed, a Sony ZV-E10 camera was operated, audio was recorded, and lighting was set up. A variety of shooting types and camera angles were used to improve the narrative's emotional effect and visual storytelling, including close-up shots to highlight emotions, medium shots to record character interactions, and wide shots to highlight the tourist attractions. Additionally, eye-level, low-angle, and high-angle images were employed to assist the storytelling goals and produce various visual perspectives. Hazel Radityo offers a more thorough description of this stage.

4.1.3.3 Post-production

The process of organizing, editing, and refining all recorded visual and audio materials into a finished film was known as post-production. The researcher was in charge of the short film "Leave's" post-production. Subtitle production, color grading, image editing, audio editing, and final rendering were among the tasks. Every action helped to enhance the film's quality and get it ready for online release.

1. Image Editing

Editing the visual elements captured throughout the production phase was the researcher's responsibility. Adobe Premiere Pro 2023 was used for the editing process. This program was chosen because it offered extensive editing capabilities, supported multiple video formats, and made timeline-based editing effective. Additionally, Adobe Premiere Pro 2023 provided sophisticated tools for audio synchronization, color modifications, transitions, and subtitle

2. Compositing

The footage captured during the video production process was organized by the editor during this phase. Adobe Premiere Pro 2023 is used to edit this video. To ensure the video clips are seamlessly integrated, the editor had to understand the narrative flow of the promotional video.

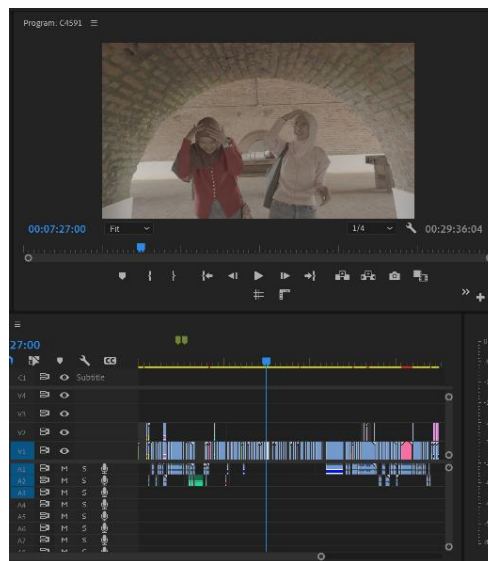


Figure 4.4 Sample of Footage Compositing

At this stage, the main focused on ensuring the video sequence aligns with the storyboard. If the video sequence does not align with the storyboard or is not well-structured, the short film will not convey the intended message. After arranging the video sequence according to the narrative flow, the next step was to add voice-over narration.

3. Creating Sound

The editor was responsible for organizing the audio tracks, editing dialogue tracks, removing unwanted sounds, and enhancing the video's quality with sound effects. Adding a voiceover was also part of this stage. The short film features several scenes accompanied by narration, so it requires voice recordings from the actors. Additionally, to ensure the narration aligns with the video's

content, the editor must refer to the scenes depicted in the storyboard when adding the narration.

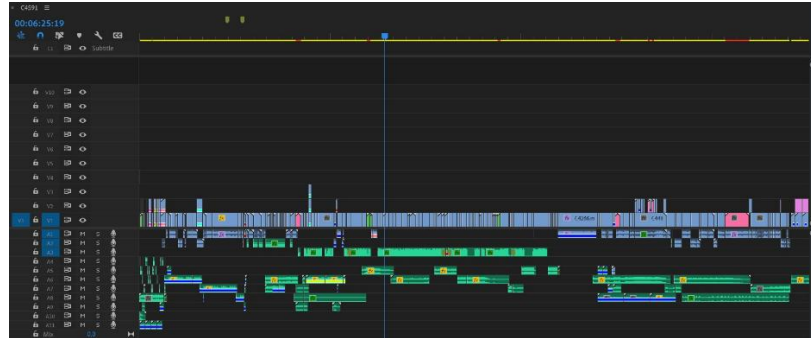


Figure 4.5 Creating Sounds

4. Adding Music

In order to complement the narrative flow and increase the film's emotional effect, background music was added during the post-production phase. Based on the mood of each scene, the researcher chose copyright-free music from Pixabay and the YouTube Audio Library. Slow-moving instrumental music was employed in the office scenes to convey the main character's sense of regularity, emotional strain, and discontent. More upbeat and inspirational music was chosen to highlight the character's sense of freedom, hope, and self-discovery when she made the decision to quit her work and follow her ambition of traveling.

Cinematic instrumental music was employed in moments that showcased Rawa Pening Lake and Fort Willem I to emphasize the tourist sites' natural beauty. The purpose of the music was to inspire viewers to enjoy the film's surroundings while also fostering a sense of adoration and relaxation. As a result, the music supported the short film "Leave" tourism advertising goal in addition to the story's emotional growth. The music added to this short film is Aurora Triumph - Epic Cinematic Orchestra of Hope & Happiness, Best Historical Background Music - Epic Historical Music, Hereafter - Ambient Guitar #4 (Deep & Reflexive Background Music), Freedom by @ScottBuckley A - Epic

Inspirational Music, Desert Wind - Emotional Spanish Flamenco Guitar, Epic Cinematic Music - OPIA No Copyright Free Music

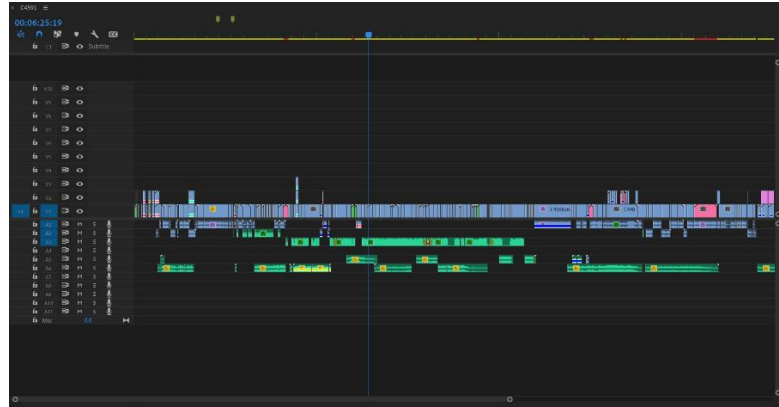


Figure 4.6 Sample of Adding Music

5. Sound Mixing

Once the music, sound effects, and dialogue have been recorded, the next step was to mix and balance each track with the others. The goal of this equalization stage was to harmonize the sounds so that the audience could feel the emotions conveyed by the film's storyline. Street sounds are used in this short film solely to depict a very distinct street atmosphere; other sound effects are added to make the film's soundscape feel more natural. Conversely, here are some examples of background music used by the researcher in this short film:

1. Aurora Triumph - Epic Cinematic Orchestra of Hope & Happiness
2. Best Historical Background Music - Epic Historical Music
3. Hereafter - Ambient Guitar #4 (Deep & Reflexive Background Music)
4. Freedom by @ScottBuckley A - Epic Inspirational Music
5. Desert Wind - Emotional Spanish Flamenco Guitar
6. Epic Cinematic Music - OPIA No Copyright Free Music

All background music has been confirmed to be copyright-free. Everyone can use the background music for various purposes, such as YouTube videos, movies, and other projects, without worrying about copyright infringement.

6. Color Grading

Color grading was akin to setting the mood of a scene, where the interplay of color and lighting can alter the audience's perception of the emotions intended to be conveyed. According to Tan (2018) reveals that color in films serves as a stimulus for various sensations, triggers strong emotional reactions, and helps viewers connect more deeply with the story. This allows filmmakers to convey deeper emotions and atmosphere, unify clips that may have been recorded under various lighting conditions, and correct visual flaws.

The color grading used in this short film is fairly simple, given the well-corrected Sony footage. To avoid color shifts or significant color changes while maintaining prominent color effects, Adobe Premiere Pro 2023 was used, and only the Rec709 Lumetrix color profile was used. On the next page, the researcher would show examples of the footage before and after color grading, as well as the color grading process, to demonstrate how color grading has enhanced the film's visual quality.



Figure 4.7 Before Color Grading



Figure 4.8 After Color Grading

7. Adding Title

During the production of this short film, several key steps were taken to create the title and credits. First, to ensure an appealing and aesthetically pleasing

look that reflects the essence of the story, the filmmakers chose to use the Franklin Gothic Book font and a visual style that aligns with the film's theme and atmosphere. The title was created in Adobe Photoshop to allow for more flexible customization, using the cinematic Sydney Serial Regular font.



Figure 4.9 Film Title

8. Adding Subtitle

Because the short film "Leave" was meant to be seen by both Indonesian and foreign audiences, adding subtitles was an essential step in the post-production process. The English-language subtitles were produced to increase accessibility and make the film's plot, historical details, and tourism-related content understandable to audiences from various linguistic backgrounds. Bogucki (2016) asserts that the use of subtitles in audiovisual translation helps viewers overcome language obstacles and comprehend the intended message.

Adobe Premiere Pro CC 2023 was used to produce the subtitles. To guarantee readability on various screen sizes, the Franklin Gothic Medium font in size 42 was used. In order to adhere to subtitle readability standards and give viewers enough time to comprehend the material while watching the movie, each subtitle typically featured one to two lines. Depending on the situation, the researcher used both literal and free translation when translating the dialogues. When it was possible to translate the original dialogue directly without changing its intended meaning, literal translation was employed. For instance, "This is incredibly unprofessional" is how the dialogue "*Ini sangat tidak profesional*" was

rendered. This translation remained natural in English while maintaining the original meaning.

The researcher went through several rounds of review during the editing process to guarantee the quality of the subtitles. Grammar correctness, speech synchronization, readability, and translation consistency were all examined in the subtitles. Additionally, during the field-testing phase, questionnaires were used to gather input from viewers around the world. A number of foreign viewers assessed the subtitles' accuracy, comprehensibility, and clarity. According to their comments, the subtitles successfully communicated the dialogues' intended meaning and were typically simple to grasp. Before the movie's final version was released, the quality and accessibility of the subtitles were enhanced via this review procedure.



Figure 4.10 Adding Film Subtitle

9. Adding Credit

The researchers decided to include only the closing credits, as the opening credits were deemed unnecessary in this situation. This approach ensures that the text and graphic elements remain aligned with the narrative flow. It provides clear information to the audience as a whole while keeping the story's focus intact at the beginning of the program.

For the credits, the font used was Calisto in size 42, so the audience can read the information comfortably. The credit layout is also well-organized. Therefore, the credit section not only serves to provide information to those

involved but also functions as a visual element that supports the unity of the design concept during the post-production process.

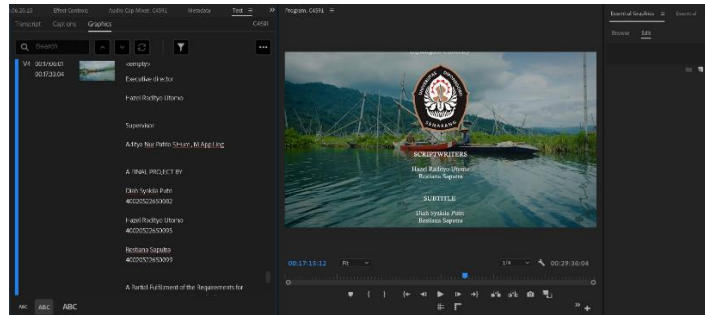


Figure 4.11 Creating Credit

10. Final Quality Control and Export

The researcher carried out a final quality control procedure before the short video was released to make sure that all of the audio and visual components worked as intended. The finished film underwent multiple reviews in order to find any potential problems, such as visual flaws, abrupt transitions, audio discrepancies, or synchronization difficulties in the subtitles.

Following quality control, Adobe Premiere Pro CC 2023 was used to render the film in MP4 format with parameters appropriate for web distribution. After that, the exported file was examined once more to make sure the required standards for image quality, audio quality, and subtitle readability were satisfied. The finished short film "Leave" was then made available for public viewing on YouTube.

11. Advertising

During the promotional phase of the short film's production, various approaches were used to reach a wider audience. Promotional materials such as posters, trailers, and teasers were designed to attract attention. To reach potential viewers, a social media campaign was launched on platforms such as our

personal Instagram. In this case, the researcher used posters to promote the film on Instagram.



Figure 4.12 Film Poster

4.1.4 Preliminary Field Testing

The researchers presented the short film's edited version to the supervising lecturer for assessment during the first field test. At this point, the content, language usage, subtitle translation, and audiovisual presentation of the short film *Leave* were evaluated. The researchers created a validation form, which the supervising lecturer filled out in order to assess the product.

Three assessment categories were offered by the validation form: not appropriate for use, suitable for use with adjustment in accordance with the suggestions, and suitable for use without revision. The supervising lecturer determined that the short video *Leave* was appropriate for usage with modifications based on the validation carried out on April 2, 2026. Several suggestions were provided to improve the quality of the product, including refining the subtitle translation to ensure greater accuracy and naturalness, adjusting subtitle synchronization in several scenes, improving audio balance between dialogue and background music, and strengthening the visual

consistency through color correction and scene transitions. In addition, the supervisor recommended adding more detailed information about the featured tourist destinations so that the promotional message could be delivered more effectively. These recommendations served as the basis for the subsequent revision process before the film proceeded to the operational field testing stage.

SURAT PERNYATAAN VALIDASI
DOSEN PEMBIMBING TUGAS AKHIR

Saya yang bertandatangan di bawah ini:

Nama : Aditya Nur Patria, S.Hum., M.App.Ling.
NIP : 199012182020121007
Prodi : Bahasa Asing Terapan

Menyatakan bahwa proyek tugas akhir atas nama mahasiswa:

Nama : Diah Syakila Putri
NIM : 40020522650082
Prodi : Bahasa Asing Terapan
Judul TA : Creating A Short Film To Promote Fort Willem I and Rawa Pening Lake. Post Production of "Leave"

Setelah dilakukan penilaian atas proyek tersebut dapat dinyatakan:

☐	Layak digunakan tanpa revisi
☒	Layak digunakan dengan revisi sesuai aturan
☐	Tidak layak

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 2 April 2026
Validate,

Aditya Nur Patria, S.Hum., M.App.Ling.
NIP. 199012182020121007

Catatan:
Pencatatan terdapat di buku tanda (s/h)

Figure 4.13 Signed Validation Form

4.1.5 Revising Main Product

After receiving feedback from the supervisor that the short film “Leave” was deemed acceptable with revisions according to the rules, the researcher promptly made revisions to the following aspects. Several things that needed to be revised in the main product were as follows:

1. Visual Aspects of the Setting and Consistency of Scene Presentation

In the office scene, there are visible scribbles or stains on the wall behind the actress playing Mrs. Resti. The instructor suggested that these stains be concealed through editing, since the short film’s plot portrays the company as a multinational corporation, and the background

should not give the impression of a local business. Additionally, in the crash scene at the terminal, the filter applied is inconsistent, making the filter's movement clearly visible on screen. In this section, it is recommended to adjust the filter to a more consistent appearance and avoid disrupting the scene's visuals.



Figure 4.14 Visual Before Revision



Figure 4.15 Visual After Revision



Figure 4.16 Visual Before Revision



Figure 4.17 Visual After Revision

2. Subtitle

During the subtitle drafting stage, the supervising instructor provided several revisions.

In Indonesia	Translations	Revision
Mikirlah jadi orang	Think like a normal person	Please be rational
Ada 3 peraturan tidak tertulis bagi saya untuk bahagia	There are 3 unwritten rules for me to be happy	There are 3 unwritten rules to be happy
Setum	Setum	Electric Boat
Apa sih ini?	What is this?	WHAT IS THIS?



Figure 4.18 Subtitle Before Revision



Figure 4.19 Subtitle After Revision



Figure 4.20 Subtitle Before Revision



Figure 4.21 Subtitle After Revision



Figure 4.22 Subtitle Before Revision

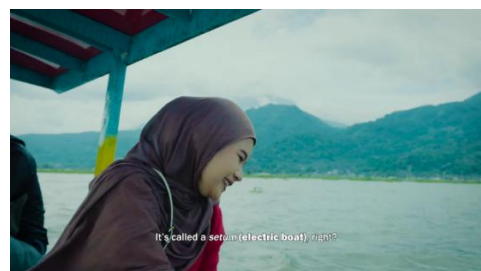


Figure 4.23 Subtitle After Revision

3. Credit Film

In the credits, the supervisor requested that the Fort Willem I logo be included as a token of appreciation and to highlight the filming location, which plays a significant role in the short film's narrative. The inclusion of the logo also aims to clearly inform the audience about the historical site's involvement in the production process.

4.1.6 Operational Field Testing

Thirteen local audiences, one official from the Semarang Regency's Department of Tourism, one marketing employee from Fort Willem I, and two overseas viewers were among the seventeen responders who took part in the operational field testing. The local respondents were workers with work experience, ages 20 to 40, who were actively looking for advice and information regarding Semarang Regency tourist attractions. This age group was chosen because they are seen to be prospective target audiences for travel-related promotional videos and represent people of working age who regularly utilize digital media. Each responder filled out a questionnaire following their viewing of the short video *Leave* in order to assess the film's storyline, visual quality, soundtrack, subtitles, and tourism promotion components.

While tourism-related stakeholders were involved to assess the accuracy and applicability of the tourism information contained in the video, foreign viewers were included to gauge the efficacy and readability of the English subtitles. The comments gathered from these respondents provide insightful information on how well the short film promoted Fort Willem I and Rawa Pening Lake as tourist destinations. The questionnaire results obtained from the operational field testing are presented in Table 4.1.

Table 4.1 Audiences Feedback Interval

No.	Statements	Average	Interval
1	The storytelling of the “Leave” short film is easy to understand	3.52	Strongly Agree
2	Information about the attractions of Fort Willem I and Rawa Pening Lake is well presented in this short film	3.52	Strongly Agree

3	The duration of video for “Leave” is sufficient	3.35	Agree
4	The “Leave” short film has good image quality	3.64	Strongly Agree
5	Every scene of the short film “Leave” has good shooting quality	3.41	Agree
6	The spots of tourist attractions used in the video make me want to visit the place	3.64	Strongly Agree
7	The background music or sound used in the “Leave” short film matches the visual scenes	3.17	Agree
8	The subtitle of the “Leave” short film is easy to understand	3.64	Strongly Agree
9	The subtitle text translated of the “Leave” short film is clear in the video	3.64	Strongly Agree
10	The subtitle of “Leave” is clear and easy to read	3.52	Strongly Agree
Overall Average Score		3.51	Strongly Agree

The 10 evaluation statements had an overall average score of 3.51, falling into the "Strongly Agree" category, according to the questionnaire findings. This finding showed that respondents' opinions of the short film "Leave" as a means of promoting travel were largely favorable. With an average score of 3.64, statements 4, 6, 8, and 9 received the highest marks. These findings indicated that respondents were rather pleased with the film's visual quality, the allure of

the tourist spots it featured, and the caliber of the subtitles. The English subtitles successfully assisted both domestic and foreign viewers in comprehending the speech and messages in the movie, as seen by the excellent rankings for subtitle clarity and comprehensibility.

With an average score of 3.52, the storytelling component was likewise well-received. This result showed that the narrative structure effectively conveyed the film's primary theme and was simple to follow. The film successfully introduced the highlighted tourist locations, as evidenced by the average score of 3.52 for the presentation of information about Fort Willem I and Rawa Pening Lake. With an average score of 3.17, assertion 7 about the background music's appropriateness received the lowest rating. This result indicated that some respondents thought there was space for improvement in the choice or synchronization of music with specific scenes, even if it still fell into the "Agree" category. Additionally, the average score for the film's runtime was 3.35, suggesting that although most respondents thought it was long enough, some viewers could have liked a shorter or more succinct presentation.

Overall, the results showed that the short video "Leave" effectively fulfilled its purpose as a medium for promoting travel. The film successfully combines storyline, visual quality, tourism information, and subtitles to convey its message and pique interest in visiting Fort Willem I and Rawa Pening Lake, according to the good feedback from both domestic and foreign audiences.

4.1.7 Final Product Revision

The final product revision phase is crucial for improving product quality. Overall, the results of the operational field test using the questionnaire were very good. However, one respondent noted that the font size of the subtitles needed to be increased so that viewers could comfortably read the subtitles while watching the short film. To ensure that the subtitles in the short film "Leave" are clearly legible, the researcher decided to review and make changes based on this

finding. This phase culminated in final editing to create a more substantial final product.

4.1.8 Disseminating and Implementing

Dissemination and implementation were the last steps after the operational field testing and revision procedures. To make the short film *Leave* available to a larger audience, the researchers posted it to the Applied Foreign Languages YouTube channel. The movie is anticipated to raise public awareness of Fort Willem I and Rawa Pening Lake through this platform and inspire more people to travel to these tourist attractions.

The finished result was formally shared with representatives of Fort Willem I and Rawa Pening Lake, the two main tourist stakeholders highlighted in the movie, in addition to being distributed online. In order to help the promotion of these tourist locations through audiovisual media, the short film was turned over as a collaborative effort. Additionally, it is anticipated that the movie would motivate future researchers and younger generations to create cutting-edge digital technology-based tourism promotion techniques.

The researchers also secured an Intellectual Property Rights (IPR) certificate and registered the short film *Leave* in order to safeguard the work's intellectual property. This registration promotes the movie's potential usage as a tourism promotion tool and formally acknowledges it as a protected creative work.

4.2 Discussion

The results of this study showed that Fort Willem I and Rawa Pening Lake were successfully promoted as tourist destinations by the short film *Leave*. Narrative-based audiovisual content could successfully convey tourism messages while retaining audience engagement, according to the positive reactions to the storyline, visual quality, tourism information, and subtitles. These results were especially significant because, despite their potential for tourism, both locations struggled with advertising. According to interviews done

during the research phase, Rawa Pening Lake was frequently marketed more for its natural beauty than for its cultural and social relevance, whereas Fort Willem I needed more public exposure as a historical tourism attraction. The movie was able to convey both locations in a more significant and unforgettable way by using narrative storytelling.

The results also showed how crucial it was to combine narrative strategies with tourism promotion. Leave integrated the travel places into the protagonist's journey of introspection and personal development rather than directly offering tourism information. The results of Wahyu and Berto (2022), who contended that storytelling in tourism advertising videos improved destination image and audience engagement, were supported by this strategy. Narrative-driven promotion could foster greater emotional ties between audiences and destinations than traditional promotional content, as seen by the favorable responses regarding viewers' propensity to visit the highlighted areas.

The findings were in line with the earlier study *Jalan Nostalgia* (Anjani, 2024), which also showed that short films were a useful medium for promoting travel. However, by concentrating on tourist locations in Semarang Regency rather than Semarang City and by using a distinct narrative subject centered on work-life strain, self-discovery, and tourism experiences, the current study expanded on the findings of the earlier work. Additionally, this study included a more thorough analysis of post-production procedures, such as video editing, audio editing, color grading, music selection, and subtitle development, in contrast to *Jalan Nostalgia*, which mainly focused on tourism promotion through storytelling.

The usefulness of subtitles in promoting travel was the subject of another important finding. The excellent ratings for translation quality, readability, and clarity of subtitles showed that multilingual accessibility was crucial for increasing the audience for travel-related advertising. The ideas of Bogucki (2016) and Mollanazar et al. (2017), who stressed that subtitles improved comprehension and accessibility in audiovisual media, were supported by the

favorable response from foreign respondents. As a result, subtitles served as both translation tools and a means of facilitating the accessibility of tourism promotion information to global audiences.

The first study question about the post-production technique used to create the short film *Leave* was directly addressed by the findings. Data transfer, file organization, video editing, audio editing and sound design, color grading, subtitle development, rendering, and final output preparation were all included in the post-production process, according to the study. In order to ensure that the tourism messages were effectively conveyed, each step helped to improve the film's technical and communicative quality.

The results also addressed the second study question regarding audience, stakeholder, and other pertinent party feedback. Positive assessments from local audiences, foreign viewers, tourist stakeholders, and working people interested in Semarang tourism sites were revealed by the operational field testing findings. The majority of respondents concurred that the movie effectively conveyed travel-related information, maintained high audiovisual standards, and included clear subtitles. These answers showed that *Leave* was successful in reaching both domestic and foreign audiences as a means of promoting travel.

By combining tourism promotion, audiovisual production, and subtitle quality evaluation into a single research effort, this study added to the body of current literature. This study showed how post-production methods and multilingual accessibility might improve the efficacy of tourism promotion used short films, whereas earlier research primarily concentrated on tourism storytelling or destination branding. As a result, the study offered both scholarly and practical insights into how narrative filmmaking and post-production procedures contributed to the promotion of travel destinations in the digital age.