

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The purpose of this study was to assess audience opinion regarding the short film "Leave's" efficacy as a tourism promotion tool for Fort Willem I and Rawa Pening Lake in Semarang Regency, as well as to describe the post-production process of the film. Data transmission, file importation, image editing, sound editing, color grading, music selection, subtitle development, quality check, and final rendering were all steps in the post-production process that addressed the first study issue. The visual, audio, and subtitle components were combined into a cohesive audiovisual result using Adobe Premiere Pro CC 2023. The short film's visual quality, narrative flow, emotional effect, and accessibility for both domestic and foreign viewers were all enhanced by the post-production process.

In response to the second study question, stakeholders, viewers, and other pertinent parties expressed favorable opinions on the short film "Leave" as a means of promoting travel. The film was rated favorably in terms of storytelling, visual quality, subtitle readability, tourism information, and overall audience involvement, according to the operational field testing conducted with seventeen respondents. A number of assertions, especially those pertaining to the presentation of tourist attractions, image quality, and subtitle clarity, received average marks in the "Strongly Agree" category. According to these results, the short film effectively introduced Fort Willem I and Rawa Pening Lake and piqued viewers' interest in going there.

Overall, the findings demonstrated that the short film "Leave" functioned as an effective audiovisual medium for promoting tourism destinations in Semarang Regency. Through the use of visual storytelling, cinematography, music, and subtitles, the movie was able to convey travel-related information to

a larger audience via digital channels like YouTube in an interesting and approachable way.

5.2 Suggestion

The researcher recommended that future short filmmakers prepare more thoroughly before the production process. With proper preparation and structured planning, the team could handle unexpected situations on set. It was crucial to check the readiness of all equipment to be used to ensure that the filming process ran smoothly. Researchers also suggested that future research or film productions pay closer attention to the use of location as a key component of the visual work, particularly for short promotional films. To highlight the appeal of a location, taking more varied and high-quality photos from every angle could be an effective approach.

To avoid audio or visual disturbances that could affect video quality, It was highly recommended to conduct a site survey or collaborate with the tourist site management to determine the best time for filming. Finally, the researchers suggested that future filmmakers highlighted hidden tourist spots—also known as hidden gems—that are unique and not yet widely known to the public.