

CHAPTER I

INTRODUCTION

I.1 Background of The Study

Enhancing community welfare and fostering regional potential are key goals of tourism development. Brida, Jimenez, and Pulina (2016) claim that tourism plays a major role in economic growth by creating jobs, generating revenue, earning foreign currencies, and investing in related industries. As a result, one of the key industries assisting Indonesia's economic growth is tourism. Additionally, tourism promotes the expansion of other industries, such as lodging, transportation, restaurants, and the arts, which boosts municipal revenue and regional development. The tourist industry showed a solid recovery and growth trend in the first half of 2024, contributing 4.01% of Indonesia's GDP, up from 3.9% in 2023 Ministry of Tourism and Creative Economy (2024). Additionally, tourism helps generate revenue in the area and fosters the growth of other industries, such as lodging, transportation, restaurants, and local creative industries.

Semarang Regency, located in Central Java Province, is a region with significant tourism potential. Its strategic location between Semarang, Yogyakarta, and Surakarta made it easily accessible to visitors (sitasi). According to the Semarang Regency government, the tourism sector became a vital part of the regional economy in 2019. The area boasted many natural, cultural, and historical attractions, including Fort Willem I, a historical Dutch colonial heritage site, and Rawa Pening Lake, a natural tourism destination renowned for its scenic landscape and cultural significance. Both of these destinations held significant potential to attract visitors due to their historical value, natural beauty, and unique characteristics.

Despite their potential to draw tourists, Fort Willem I and Rawa Pening Lake both experienced a number of difficulties in promoting tourism, according to interviews with local tourism stakeholders and the marketing team of Fort Willem I. As a relatively new tourist destination, Fort Willem I had not yet

garnered the same level of public attention as other Central Java historical sites, according to the interview results. In the meantime, Rawa Pening Lake's cultural and social values were not regularly emphasized in advertising efforts, despite the lake's widespread recognition for its natural beauty. Most existing promotional content focused primarily on the landscape rather than presenting compelling narratives that could establish a stronger emotional connection with audiences. To highlight the distinctiveness of both locations, the interview results indicated the need for a more compelling marketing strategy that incorporates audiovisual elements and storytelling.

In the digital era, tourism promotion has increasingly shifted toward audiovisual and digital media. Films were a proven promotional medium. They can convey cultural values, emotional stories, and visual beauty all at once. According to Hermawan, Griseldis, and Wijaya (2022), short films became an alternative promotional medium that can effectively introduce tourism destinations to wider audiences through digital platforms such as YouTube. Because of their engaging narratives and attractive cinematography, films can create emotional connections between audiences and destinations.

Films such as *5 CM*, *Merindu di Jogja*, and *Jalan Nostalgia* were successful examples of the use of audiovisual storytelling techniques to promote tourist destinations. However, most previous tourism promotional films focused on locations outside Semarang Regency or did not give special attention to the combination of natural and historical tourism offered by Fort Willem I and Rawa Pening Lake. Therefore, there was still an opportunity to create a tourism promotional film that focused on these destinations while presenting an engaging narrative capable of capturing the attention of a modern audience.

Based on these considerations, this study aimed to develop a short film entitled *Leave* as a promotional medium for tourist destinations in Semarang Regency, especially Fort Willem I and Rawa Pening Lake. It used the research and development (R&D) method from Borg and Gall (1983), suggested by Sugiyono (2017). The researcher focused on the post-production stages of this collaborative project. These stages included video editing, audio editing,

creation of subtitles, color grading, sound mixing, and finalization of the film. The researcher aimed to produce an engaging audiovisual product that could effectively promote tourism destinations in Semarang Regency to a wider audience through digital platforms.

1.2 Statements of the Problem

Based on the study's background, the researcher discovered a number of problems with the short film "Leave's" post-production process and its efficacy in promoting travel destinations in Semarang Regency. As a result, the following research problems were developed:

1. How is the post-production process carried out in creating the short film "Leave" to promote tourist destinations in Semarang?
2. How do tourism stakeholders, foreign viewers, and local audiences feel about the short film "Leave" as a means of promoting Semarang tourist destinations?

1.3 Research Objectives

This study sought to clarify the post-production process of the short film "Leave" and assess its efficacy as a tourism promotion tool based on the aforementioned research issues. The following were the study's objectives:

1. To explain the post-production process in creating the short film "*Leave*" as a tourism promotion media for tourist destinations in Semarang.
2. To examine and evaluate the responses and feedback from stakeholders, audiences, and other relevant parties regarding the effectiveness of the short film "*Leave*" in promoting tourist destinations in Semarang.

1.4 Significance of the Study

It was anticipated that this study made theoretical and practical contributions to the domains of tourism promotion, subtitling, and audiovisual production. The following is a description of the study's significance:

1.4.1 Theoretical Significance

This final project contributed to the development of academic knowledge by providing a practical example of how post-production techniques in filmmaking could be applied to produce audiovisual media for tourism promotion. It also demonstrated how editing, sound design, and visual storytelling in the post-production stage could enhance the effectiveness of short films as a medium for promoting tourist destinations. Furthermore, this study was expected to serve as a reference for future research related to audiovisual production, film post-production, and tourism promotion through digital media.

1.4.2 Practical Significance

This project provided students with practical experience in conducting the post-production process of a short film, including video editing, sound editing, and visual enhancement to create an engaging final product. It also helped improve skills in audiovisual production and creative storytelling. For academic institutions, this project could enrich learning resources related to film production and tourism promotion. In addition, the short film “*Leave*” could serve as promotional media to introduce tourist destinations in Semarang and attract more tourists to visit these locations.

1.5 Output

The output of this project was a short film titled “Leave” running 17 minutes and 33 seconds, that showcases several tourist destinations in Semarang through a narrative story. The film told the story of an employee who decided to leave her job to pursue her dream of traveling around Indonesia and stepping out of her comfort zone, with Semarang as the first city he visits on his journey. In post-production, the film was edited and enhanced using various audiovisual techniques to create an engaging, cinematic final product that highlights Semarang's tourism potential. The short film would be uploaded to the *Bahasa Asing Terapan SV Undip* channel on the YouTube platform to reach a wider audience and support the promotion of tourist destinations in Semarang.

Additionally, this project included a written report explaining the post-production process and documentation of the film production activities.