

CHAPTER II

LITERATURE REVIEW

2.1 Urban Tourism and Cafe as Social Space

In recent developments in urban tourism, destinations are no longer limited to natural attractions or cultural heritage sites, but also encompass everyday urban environments such as cafes, public spaces, and campus areas. This may reflect a broader understanding of tourism, where urban experiences are not separate from everyday life but embedded in the routine activities of people in cities. Urban tourism emphasizes how ordinary spaces contribute to shaping how cities are experienced and interpreted by residents and visitors (Richards, 2021).

University students frequently use urban spaces such as cafes and public areas not only for consumption purposes but also for studying, discussing academic assignments, and social interaction. These activities demonstrate that urban experiences are shaped through everyday practices within the city. According to Koens & Milano (2023), explain that urban tourism should be understood as part of a broader urban system where everyday life activities and informal spatial practices collectively shape the city as a living environment.

However, despite the continued growth and widespread use of cafes and urban spaces, not all spaces are considered suitable for student needs. Factors such as comfort, ambiance, noise level, and spatial arrangement often influence how individuals choose and evaluate a place for study or social activities. This suggests that spatial characteristics are not only physical elements but also experiential components that must be considered when translating real locations into film settings. Digital visual content often fails to fully capture this experiential dimension, highlighting the importance of spatial representation created in film planning.

A cafe serves as an important social space in urban environments. The concept of the “third place” describes cafes as informal environments outside the home and workplace where individuals gather, communicate, and engage in social

interaction in a relaxed atmosphere (Oldenburg, 1999). In contemporary urban life, cafes have evolved into flexible spaces that support a variety of activities, including studying, working, and socializing. From a pre-production perspective, the cafe became important as a narrative and visual element that had to be carefully designed through story development.

2.2 Film-Induced Tourism

Film-induced tourism refers to the phenomenon in which destinations featured in films or audiovisual media experience increased tourist interest as a result of their on-screen representation. The concept is grounded in destination image theory, which explains that individuals form perceptions of places based on information and representations they receive, including through visual media such as films (Hudson & Ritchie, 2006). In this context, films function as a medium that constructs spatial perception and influences how audiences imagine real-world locations before physically experiencing them.

The relationship between film and tourism is closely connected to how audiovisual narratives shape emotional and cognitive responses toward places. Through storytelling, films allow audiences to experience locations indirectly, where visual composition, narrative structure, and character interaction contribute to meaning-making of space. This process can generate emotional engagement that influences how audiences perceive and evaluate destinations, which may later affect their travel motivation (Yi et al., 2022). Therefore, film does not only represent physical space, but also constructs emotional and symbolic interpretations of place.

In the development of contemporary media, film-induced tourism is further strengthened by digital distribution platforms that expand the reach of audiovisual content to global audiences. This continuous circulation of film content contributes to long-term visibility of locations and reinforces destination image over time. Recent studies highlight that digital media ecosystems play an important role in shaping how audiences engage with and interpret destinations beyond the screen (Araújo-Vila et al., 2024). As a result, film-induced tourism is not only understood as a tourism phenomenon, but also as part of a broader media context where spatial

representation becomes relevant from the early stage of film production, including location selection and pre-production planning.

2.3 Digital Media in Tourism Promotion

The development of digital technology has brought significant changes to tourism promotion strategies in the modern era. Digital media is growing rapidly, enabling it to effectively reach a global audience through digital platforms such as social media, which can serve as a primary means of conveying information about tourist destinations to the general public. According to Vela & Feimi (2024), digital-based promotional strategies play an important role in influencing tourists' decisions when selecting a destination, as digital marketing enhances both visibility and attractiveness of tourism products.

In tourism promotion practices, digital media is not only used as a tool for information dissemination, but also plays a role in shaping destination image and user experience. Visual content such as photos and videos has become a key element in attracting audience attention because it provides a more realistic and immersive representation of a place. According to Aliyah et al. (2024), emphasize that social media features such as comments, likes, and shares create interactive communication between content creators and audiences, which ultimately strengthens audience engagement and interest in visiting a destination. This interaction contributes to the development of trust toward the promoted location.

Furthermore, the advancement of digital media encourages more creative and innovative approaches in tourism promotion. One of the most widely used formats is promotional video, which combines visual elements, audio, and narrative structure to create a more engaging experience compared to static text. Videos are considered more effective because they allow audiences to experience content in a more immersive way, while also being easily accessible through digital platforms. According to Dharmawan et al. (2024), the integration of digital marketing and information technology significantly enhances the effectiveness of tourism promotion in reaching and influencing target audiences.

2.3.1 YouTube as a Distribution Platform

YouTube is widely recognized as one of the largest video-sharing platforms that enables the distribution of digital content, including tourism promotional materials. In the context of digital media development, YouTube allows users to upload, access, and share videos globally, making information dissemination faster and more accessible across diverse audiences. As a distribution medium, YouTube also plays an important role in supporting the effectiveness of promotional strategies, particularly in expanding the reach of tourism content to a wider public. According to Akalili et al. (2025), emphasize that digital platforms such as YouTube significantly contribute to the effectiveness of tourism promotion by increasing audience exposure and engagement.

In addition to its distribution function, YouTube serves as a platform for visual representation of tourism destinations through audiovisual content. Videos uploaded on YouTube often showcase destination attractions, visitor activities, and experiential aspects of a place, allowing audiences to gain indirect experiences before visiting. The platform also provides interactive features such as comments, likes, and shares, which enhance communication between content creators and viewers. Furthermore, YouTube's recommendation algorithm plays a crucial role in increasing content visibility by suggesting videos based on user interests and behavior, thereby enabling tourism promotional content to reach more targeted audiences effectively.

2.3.2 Instagram as a Platform for Teaser Distribution

Instagram is one of the most widely used social media platforms for promoting and distributing audiovisual content, including short movie teasers before the main film is released on YouTube. In the film promotion process, teasers serve to build audience curiosity, introduce the story's atmosphere, and draw viewers' attention to the upcoming film. Instagram was chosen because it has a wide audience reach and supports the rapid distribution of visual and video content through its feed, story, and Reels features. Research shows that visual content on Instagram influences audience engagement in digital social media (Rahman et al.,

2022). Thus, distributing teasers via Instagram can help increase audience interest before the short film is fully released on YouTube.

2.4 Film Production Process

According to Bordwell and Thompson (2021), film production is divided into three main stages: pre-production, production, and post-production. Each stage has a distinct function but contributes collectively to the development of narrative, visual presentation, and audience experience. While production and post-production focus on executing and refining the film, pre-production serves as the foundation of the entire filmmaking process because it establishes the creative, technical, and managerial framework before filming begins. Therefore, effective planning during the early stages is essential to ensure that the film can be produced efficiently and in accordance with its intended concept.

2.4.1 The Pre-Production in Short Film Production

Pre-production is the initial stage of filmmaking in which all creative and technical preparations are organized before the shooting process begins. According to Alfathoni et al. (2025), pre-production is a crucial stage in filmmaking that encompasses story idea selection, scriptwriting, budget breakdown, crew selection, script breakdown, production meetings, creative meetings, location scouting, property preparation, casting, and rehearsal activities. These preparations serve as the foundation for the production process and contribute significantly to the efficiency and success of film production. During this stage, filmmakers determine the overall direction of the film and establish the necessary resources required for production. Because decisions made during pre-production influence all subsequent stages, careful planning is essential to minimize potential problems during filming.

The process begins with idea development, where the central concept, theme, and message of the film are formulated. The idea is then developed into a screenplay that serves as the primary guide for the production team. The screenplay contains narrative structure, dialogue, scene descriptions, and character development, which provide the foundation for visualizing the story. According to Ratnawati and Alam (2023), thorough script development contributes to a more

focused production workflow by ensuring that creative objectives are clearly defined before filming starts. As a result, the screenplay functions not only as a storytelling document but also as a production blueprint that guides the entire filmmaking process.

In addition to script development, visual planning is another important component of pre-production. Storyboards are commonly used to translate written scenes into visual representations, enabling filmmakers to pre-visualize sequences, plan shot composition, camera placement, and character movement before filming begins. According to Angelone (2021), storyboards help directors and cinematographers visualize scenes, communicate creative ideas, and identify potential production issues during the planning stage. Location scouting is also conducted to identify settings that support the narrative and visual requirements of the film while ensuring that the selected locations align with the intended atmosphere of the story. Through these activities, pre-production contributes significantly to maintaining visual consistency and narrative coherence throughout the filmmaking process.

Furthermore, pre-production involves managerial and logistical preparation, including scheduling, budgeting, crew coordination, and production breakdown. According to Kariem et al. (2023), emphasize that effective pre-production management helps filmmakers coordinate technical and creative elements while improving production efficiency. Through detailed preparation and communication among team members, potential challenges can be identified and addressed before filming begins.

2.4.1.1 Idea and Theme Development

The development of ideas is an important stage in audiovisual production because it serves as the foundation for the narrative and visual elements of a film. According to Cattoni et al. (2022), story development begins by identifying issues and audience experiences that can be translated into characters, conflicts, and narrative structures. Therefore, idea development serves as the foundation for constructing the overall direction of a film before the scriptwriting process begins

the short film production, idea development is closely related to understanding audience needs and selecting story elements that can create engagement and emotional connection.

Theme development is the process of determining the central message or underlying meaning that guides the narrative structure of a film. A theme provides direction for the story by connecting characters, conflicts, settings, and events into a coherent narrative. Through theme development, filmmakers can communicate specific values, experiences, and perspectives while maintaining consistency throughout the story. In audiovisual storytelling, themes are reflected not only through dialogue but also through character development, visual elements, and narrative progression. Consequently, theme development plays an essential role in ensuring that the story remains focused and effectively conveys its intended message to the audience.

2.4.1.2 Storyline Development

Storyline development is the process of organizing ideas into a structured narrative that can be clearly understood by the audience. In film production, storyline development functions as a guide for arranging events, conflicts, and character progression throughout the story. According to Sanjaya et al. (2023), plot development plays an important role in shaping audience expectations and maintaining engagement throughout a film. Therefore, storyline development helps filmmakers transform initial ideas into a coherent narrative that supports the overall message of the film.

A storyline is generally developed through several narrative components, including the premise, logline, synopsis, and story structure. These components help filmmakers organize the story from the introduction of characters and conflicts to the resolution of the narrative. Darma (2022) explains that a film narrative can be structured using a three-act structure consisting of the beginning, middle, and ending, where each section contributes to the development of characters and conflicts. Through a well-structured storyline, the narrative can maintain clarity, emotional engagement, and consistency throughout the film.

2.4.1.3 Character Development

Character development is the process of designing and shaping characters to support the narrative and communicate the intended message of a film. In audiovisual storytelling, characters function as the main medium through which audiences experience events, conflicts, and emotions throughout the story. Well-developed characters help create believable narratives and encourage audiences to connect emotionally with the story being presented. According to Yoel et al. (2024), the relationships between characters within a film's narrative structure play an important role in building emotional development and story conflict. Therefore, character development becomes an essential stage in constructing meaningful and engaging storytelling.

Character development includes defining a character's personality, background, motivations, and relationships with other characters. These elements help ensure consistency in character behavior and support the progression of the narrative. Character development is essential in filmmaking because strong and believable characters help audiences understand the story and create a lasting impression. According to Aliyana & Utami (2023), the process of character construction can be strengthened through realistic characterization, dialogue, and actor performance. As a result, effective character development helps strengthen narrative coherence while supporting the delivery of themes and messages throughout the film.

2.4.1.4 Scriptwriting Process

Scriptwriting is a fundamental activity in pre-production because it transforms ideas into a structured narrative framework. According to Rayana et al. (2022), a screenplay contains scene descriptions, dialogue, actions, and narrative progression that guide the filmmaking process. In this study, the screenplay was developed based on the themes and concepts identified during the earlier stages of pre-production. The script functions as the primary production document from which storyboards, shot lists, schedules, and other planning materials are derived. In addition to organizing the storyline, the screenplay facilitates communication

among directors, cinematographers, production crew members, and actors by providing a shared understanding of the film's narrative objectives. Consequently, script revision and refinement become essential activities to ensure clarity, coherence, and consistency before the project proceeds to production.

2.4.1.5 Storyboards

A storyboard is a visual representation of a script in the form of images that depict each scene chronologically. Storyboards help to understand visual composition, camera movements, and the storyline more concretely. In addition to the storyboard, a shot list is also compiled to provide details about the types of shots to be taken in each scene. These two elements serve as essential guides for the shooting process to ensure it runs according to plan. Using storyboards in pre-production can increase production efficiency and reduce shooting errors (Kariem et al., 2023)

According to Holisah & Yuliarti (2025), the use of script visualization is also considered capable of facilitating the coordination process of team members so that production can run more effectively and efficiently. Having clear visualizations, the entire team can share a common understanding of the film's concept. This is crucial for maintaining visual consistency throughout the production process. Storyboards also allow the director to explore various visual possibilities before shooting begins. Thus, storyboards and shot lists are integral components of the pre-production stages.

2.4.1.6 Production Breakdown

A production breakdown is the process of analyzing a script to identify all production requirements in detail. This process includes determining the locations, talent, props, costumes, and equipment needed for each scene. The production breakdown aims to ensure that all requirements are prepared before the shooting process begins. Effective production management, including planning and breakdowns during the pre-production phase, significantly impacts the overall success of a film production (Hermawan et al., 2024). A production breakdown also

aids in budgeting and resource management. The information obtained from the breakdown is used to create a more accurate production budget.

2.4.1.7 Location Scouting and Scheduling

Location scouting is the process of searching for and selecting locations that align with the story's needs and the film's visual concept. Location selection takes into account not only aesthetic considerations but also technical aspects such as lighting, accessibility, and environmental conditions. The right location supports the visualization of the story and enhances the film's production quality. Additionally, this process includes obtaining the necessary location permits before shooting begins. According to Ratnawati & Alam (2023), that the selection of the right locations contributes to production efficiency and the visual quality of the film.

In addition to location scouting, scheduling or the creation of a production schedule is also a crucial component of the pre-production stage. The schedule serves as a guideline for managing time, resources, locations, talents, and crew members to ensure that each stage of production can be carried out efficiently and according to the planned timeline. Effective scheduling also helps anticipate potential obstacles during the production process and supports better coordination among team members. According to Syahputri et al. (2023), proper production management, including schedule planning, plays a significant role in maintaining the effectiveness and continuity of film production activities.

2.4.1.7 Preparation of Production Documents

The preparation of production documents is a process of organizing administrative and technical documents required to support film production activities. These documents may include shooting schedules, talent consent forms, location permits, equipment lists, and other supporting materials used as references throughout the production process. Production documents help facilitate communication and coordination among production team members while ensuring that all activities are conducted in an organized manner. According to Putri et al.

(2023), production management in short film projects requires proper documentation to support operational activities, improve coordination, and minimize potential issues during production.

2.4.2 The Production in Short Film Production

Production is the stage in which all plans developed during pre-production are implemented through the filming process. During this stage, the production team records visual and audio materials based on the screenplay, storyboard, and shooting schedule that have been prepared beforehand. According to Shadrina et al. (2023), production activities generally involve directing actors, operating cameras, arranging lighting, recording sound, and coordinating crew members to ensure that each scene is executed according to the planned concept. Because filming serves as the realization of all creative and technical preparations, the effectiveness of this stage largely depends on the quality of pre-production. Therefore, communication, coordination, and teamwork become essential factors in maintaining visual continuity and ensuring that the narrative objectives of the film are achieved.

2.4.3 The Post-Production in Short Film Production

Post-production is the final stage of filmmaking, where the recorded footage is processed into a complete audiovisual work ready for distribution. According to Brown (2021), post-production consists of several processes, including video editing, sound design, color correction and grading, as well as final mastering, which are carried out to transform raw footage into a complete audiovisual work. During this stage, visual and audio elements are organized and refined to create a coherent narrative structure while enhancing the atmosphere and emotional impact of the story. Editing determines the sequence and pacing of scenes, whereas sound design and color grading help strengthen audience engagement by creating a consistent audiovisual experience. Once all elements have been finalized, the film is rendered into its final format and prepared for distribution through selected platforms.

2.5 Previous Studies

Several previous studies on the pre-production process in short film production were used as references in the development of the short film “9 Reasons I Didn’t Believe in Us.” These studies discuss the importance of the pre-production stage in preparing the story concept, visual requirements, and production management before filming begins. The pre-production stage is understood as an initial process that plays a crucial role in determining the readiness of film production so that both the production and post-production processes can proceed more effectively and purposefully. Through prior studies, the researcher gained an understanding of the importance of script development, storyboarding, location selection, and team coordination in supporting the quality of the short film’s final product. However, there are three relevant previous studies that can serve as references in the preparation of this thesis.

The first study Kariem et al. (2023), in their study entitled “Manajemen Pra-Produksi untuk Film Pendek Geger,” explain that pre-production is a structured process that includes story idea development, location selection, and production timeline planning. Their study highlights that careful planning in the pre-production stage helps reduce potential obstacles during production and post-production processes. This is relevant to the present research because the short film “9 Reasons I Didn’t Believe in Us” also applies structured pre-production planning, particularly in developing narrative concepts, visual direction, and the representation of urban spaces in Semarang.

In addition, Rayana et al. (2022), in their study entitled “Scriptwriting for the Short Film ‘*Bukan Kupu-Kupu Malam*’ at *Mahatma Pictures*,” explain that scriptwriting is a central component of pre-production that transforms initial ideas into structured narrative forms. Their study shows that the script development process involves observation, documentation, and story idea exploration to produce a more realistic and contextually relevant storyline. Furthermore, script revision is an important stage in strengthening character development, conflict structure, and narrative coherence. This study is relevant to the present research because the

scriptwriting process in this study also involves observation of urban environments and the development of student life experiences as the basis of the narrative structure.

The EdSense UPI study (2023) on “Development of Video-Based Learning Media Using the ADDIE Model”, explains that the early stages of the ADDIE model, namely analysis and design, are closely related to pre-production activities in audiovisual production. These stages involve identifying needs, defining objectives, and designing content structure before implementation. The study demonstrates that structured planning at the initial stage is essential to ensure that the final product aligns with its intended purpose. This study is relevant to the present research because the pre-production process of the short film also follows a systematic planning approach, including idea development, scriptwriting, and visual planning before entering the production stage.

Based on these previous studies, pre-production can be understood as a fundamental stage in filmmaking that involves structured activities such as idea development, scriptwriting, location planning, and visual design preparation. All studies consistently emphasize that pre-production plays a significant role in determining narrative clarity, visual direction, and production efficiency. However, previous studies primarily focus on general short film production and instructional media development, while this research specifically focuses on the pre-production process of a narrative short film that represents student life experiences and urban café spaces in Semarang through structured storytelling and visual planning.