

CHAPTER V

CONCLUSION & SUGGESTIONS

5.1 Conclusions

Based on the research findings, the pre-production process of the short film “9 Reasons I Didn’t Believe in Us” was successfully developed using the ADDIE model, which consists of analysis, design, development, implementation, and evaluation stages. The first research question regarding the pre-production process in story development is answered through the analysis stage, which was conducted by observing audience needs and distributing questionnaires to identify the characteristics and preferences of the target audience, particularly students. The results of this analysis were then translated into the design stage through story concept development, character building, scriptwriting, storyboard creation, and visual planning. These stages continued into development, which included technical preparation such as casting, location scouting, wardrobe selection, shot planning, and other production requirements. Overall, the pre-production stage functioned as the main foundation in shaping the narrative structure, character relationships, and visual direction of the short film before entering production and post-production processes.

The second research question, which focuses on how audience feedback was utilized, is answered through the evaluation stage of the ADDIE model. The feedback obtained from the screening process shows that the majority of audiences responded positively to the storyline, character relationships, genre combination, and visual representation of urban spaces in Semarang. International audiences also confirmed that the English subtitles helped them understand the narrative clearly. However, some feedback indicated technical aspects that needed improvement, particularly related to audio balance and color grading. This feedback was then used as the basis for final revisions to improve the overall viewing experience before the film’s release.

5.2 Suggestions

Based on the experience of making the short film “9 Reasons I Didn’t Believe in Us”, The researcher recommends that the pre-production process be carried out with thorough preparation, such as scheduling talent, conducting location surveys, and planning technical production details. When preparing shooting locations, one must consider on-site conditions, crowd levels, and adequate lighting to ensure a more effective production process and minimize changes to the storyboard during filming. Additionally, the audio mixing and color grading processes require detailed attention, as these aspects significantly impact the audience’s comfort and visual quality while watching the short film.

Future research is expected to develop short films targeting a broader audience and involving a more diverse range of respondents to provide a more detailed perspective in the evaluation results. Furthermore, research on the effectiveness of short films as digital promotional media and tourism communication media can be further developed using different research methods. Additionally, future research could also explore more specifically the impact of visual storytelling, subtitles, or social media usage on audience engagement in the distribution of digital short films.