

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The findings of this study successfully answer the first research question regarding the production process of the short film *9 Reasons I Didn't Believe in Us*. The results demonstrate that the production stage was successfully implemented through a series of shooting activities involving scene execution, camera operation, shot composition, camera movement, audio recording, talent direction, and production coordination across multiple filming locations. Despite several challenges, including weather changes, scheduling conflicts, environmental noise, and technical limitations, the production process was completed through adaptive planning and effective coordination among cast and crew members. These findings indicate that a structured production process played an important role in ensuring the successful completion of the film while maintaining consistency between the narrative objectives and visual presentation. productions and related research projects. productions and related research projects.

The findings also answer the second research question concerning the utilization of target-user feedback in evaluating the production process. Audience responses collected during the implementation stage provided valuable insights regarding the effectiveness of the narrative, cinematography, emotional atmosphere, subtitle readability, and overall viewing experience. Most participants responded positively to the storyline, character development, and visual presentation of the film. The audience feedback also identified several technical aspects requiring improvement, particularly related to audio balancing and color grading. These findings demonstrate that audience-centered evaluation served not only as a measure of audience satisfaction but also as an important tool for identifying strengths and weaknesses within the final product and supporting further refinements before publication.

Furthermore, the findings indicate that the short film successfully addressed the issue identified during the analysis stage, namely students' difficulties in

determining suitable learning and social spaces in Semarang. Although social media provides abundant information regarding various locations, such platforms often lack detailed representations of ambience, atmosphere, and spatial experience. By presenting selected locations through a relatable narrative and audiovisual format, the film provided audiences with a more immersive understanding of the characteristics and environment of each location. As a result, the film functioned not only as an entertainment product but also as a communication medium that helped audiences explore and evaluate potential spaces for learning, discussion, and social interaction. productions and related research projects.

Overall, this study demonstrates that the integration of a structured production process and audience-based evaluation can effectively support the development of short film productions within an academic context. Beyond producing a completed audiovisual work, the study highlights the importance of systematic planning, continuous evaluation, and audience involvement in improving production quality and communication effectiveness. The findings further suggest that narrative-based short films can function as effective communication media capable of delivering emotional experiences while representing learning and social spaces in a more engaging and immersive manner. Therefore, this study contributes to the development of audiovisual production practices and demonstrates the potential of short films as audience-centered communication media.

5.2 Suggestions

According to the experience gained throughout the production of *9 Reasons I Didn't Believe in Us*, several suggestions can be offered for future audiovisual productions and related research projects.

The production process highlighted the importance of thorough preparation before entering the filming stage. Future filmmakers are encouraged to devote sufficient time to script development, storyboard preparation, location surveys, and technical rehearsals. Careful planning can help reduce production obstacles and improve coordination between creative and technical teams. Although unexpected situations are often unavoidable during film production, a well-prepared production plan can make it easier to adapt to changing conditions without

significantly affecting the quality of the final product.

The findings also suggest the importance of maintaining effective communication among all members of the production team. Throughout the filmmaking process, coordination between the director, cast members, and crew played a significant role in ensuring that production activities could proceed efficiently. Future productions may benefit from more frequent production meetings and clearer communication procedures to minimize misunderstandings and improve workflow management.

From a technical perspective, greater attention should be given to audio recording, sound mixing, and color grading. Audience feedback indicated that these elements have a direct influence on viewing comfort and overall audience engagement. Future filmmakers are encouraged to allocate additional time for audio monitoring, dialogue clarity checks, and visual consistency during post-production in order to achieve a more polished final result.

This study also demonstrates the value of involving target users during the evaluation stage. Future researchers and filmmakers are encouraged to collect feedback from a broader and more diverse audience in order to gain a wider range of perspectives regarding narrative effectiveness, technical quality, and audience engagement. Such feedback can provide valuable insights that contribute to the refinement of audiovisual products before public distribution.

Finally, future studies may further explore the application of Research and Development approaches in film and media production. While this study focused on the production process of a short film, similar approaches may be applied to different genres, formats, and audiovisual platforms. By combining creative practice with systematic development and evaluation, future researchers can continue to contribute to the advancement of research-based audiovisual production within academic and professional contexts.