

**THE POST-PRODUCTION PROCESS IN THE
CREATION OF THE SHORT FILM “9 REASONS I
DIDN’T BELIEVE IN US”**



FINAL PROJECT

A Partial Fulfilment of the Requirements for the Degree of Bachelor
of Applied Foreign Language

By

Novita Nisrina Dwi Cahyani

SID: 40020522650010

**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL SCHOOL
UNIVERSITAS DIPONEGORO**

2026

STATEMENT OF ORIGINALITY

I hereby declare that this thesis is my own original work and has not been submitted, either in whole or in part, for any other academic degree or qualification. All sources of information, ideas, data, and references used in this thesis have been appropriately acknowledged and cited in accordance with academic and ethical standards. I take full responsibility for the content of this thesis and affirm that the work presented herein has been completed independently and with academic integrity.

Name : Novita Nisrina Dwi Cahyani

SID : 40020522650010

Signature :

A handwritten signature in black ink, appearing to be 'Novita Nisrina Dwi Cahyani', written over a circular stamp or seal.

Date : June 6th 2026

APPROVAL SHEET

A FINAL PROJECT

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By

NOVITA NISRINA DWI CAHYANI

Student Number: 40020522650010

Semarang, June 9th 2026

Approved by

Supervisor



Lilis Lamsehat Panjaitan, S.Pd., M.A.

NIP 198907232024062001

ACCEPTANCE

The Final Project was submitted by :
Name : Novita Nisrina Dwi Cahyani
NIM : 40020522650010
Study Program : Applied Foreign Language
Title of Final Project : THE POST-PRODUCTION
PROCESS IN THE CREATION OF
THE SHORT FILM “9 REASONS I
DIDN’T BELIEVE IN US”

**This study has been examined and is accepted for in partial fulfilment of
the requirement for the degree of Applied Bachelor in Applied Foreign
Languages of Vocational School Diponegoro University**

Examiners Board:

- | | |
|--|---|
| 1. Lilis Lamsehat Panjaitan, S.Pd., M.A | () |
| 2. Aditya Nur Patria, S.Hum., M.App.Ling | () |
| 3. Alfin Rosyidha, S.Pd., M.A | () |

Semarang, June 26th 2026

Head of Applied Foreign Language Study Program,



Sriwahyu Istana Trahutami, S.S., M.Hum,

NIP 197401032000122001

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The writer realizes that this final project is not free from limitations and shortcomings. Therefore, suggestions and constructive criticism are sincerely welcomed as valuable input for future improvement. The writer hopes that this final project can be beneficial for readers, especially students and future researchers who are interested in film production and audiovisual media development. Finally, the writer hopes that this work can become a small contribution to the academic field and serve as a reminder that every process, challenge, and experience throughout this journey has become an important part of learning and personal growth.

Semarang, June 6th, 2026

A handwritten signature in black ink, consisting of stylized, overlapping loops and lines, positioned above the author's name.

Novita Nisrina Dwi Cahyani

ABSTRACT

Many university students rely on digital media to obtain information about places, experiences, and social environments around them. However, most digital content often focuses on visual appearance and provides limited representation of the actual atmosphere and emotional experience of a place. Therefore, this study aimed to explain the post-production process of the short film *9 Reasons I Didn't Believe in Us* as an audiovisual medium using the Research and Development (R&D) approach with the ADDIE model. The film presents student life, interpersonal relationships, and several public spaces in Semarang through visual storytelling. This study applied the five stages of the ADDIE model, namely Analysis, Design, Development, Implementation, and Evaluation. Data were collected through questionnaires, production documentation, expert validation, audience screening, and audience feedback. The main focus of the study was the post-production stage, which included footage logging and organizing, rough cut and continuity editing, sound design, color grading, subtitle translation, credit scene development, final rendering, and product revision. The results show that the post-production process helped transform raw footage into a complete film with a clearer narrative structure, more consistent visual appearance, and better audio quality. Several adjustments were made during editing to improve scene continuity, pacing, dialogue clarity, subtitle readability, and color consistency. Feedback obtained from expert validation and audience screening was also used as the basis for final revisions before publication. Audience responses indicated that the film was generally well received in terms of story delivery, emotional engagement, subtitle quality, and overall viewing experience. In conclusion, the ADDIE model supported the development and evaluation of the post-production process in a structured way while allowing revisions based on user feedback and production needs.

Keywords: Post-production, Short Film, ADDIE Model, Research and Development (R&D), Film Editing, Audience Feedback.

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