

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research was conducted to develop the short film “9 Reasons I Didn’t Believe in Us” using the Research and Development (R&D) approach with the ADDIE model. Based on the findings, the first research question was successfully answered. The development process was carried out through the five stages of the ADDIE model: Analysis, Design, Development, Implementation, and Evaluation. During the Analysis stage, audience needs and story concepts were identified. The Design stage focused on scriptwriting, storyboard creation, location selection, and production planning. The Development stage included the production and post-production processes, while the Implementation and Evaluation stages involved audience screening, feedback collection, and revision. These stages helped organize the filmmaking process in a structured way and resulted in a completed short film that represents student life and urban spaces in Semarang. As the main focus of this research, the post-production process was also successfully developed using the ADDIE framework. Through editing, sound design, subtitle translation, color grading, and final revision, the recorded footage was transformed into a coherent audiovisual work with a clearer narrative structure, emotional atmosphere, and viewing experience. Therefore, this research demonstrates that the ADDIE model can be effectively applied not only to support the overall film development process but also to guide post-production activities in a systematic and organized manner.

The second research question was also successfully answered through the audience evaluation process. Feedback collected from the target audience showed that the storyline was easy to understand, the characters felt relatable, and the locations successfully reflected student experiences. At the same time, the audience identified several technical aspects that still needed improvement, particularly audio balancing, editing transitions, and color grading. This feedback became the basis for the final revision process, showing that audience evaluation played an

important role in improving the quality of the film before publication. Overall, this research shows that the ADDIE model can be applied effectively in short film production. The structured development process, combined with audience feedback, helped produce a short film that achieved its creative objectives while improving its technical quality through evaluation and revision.

5.2 Suggestions

Based on the experience gained during the production of “9 Reasons I Didn’t Believe in Us”, future filmmakers are encouraged to strengthen pre-production preparation, including location surveys, storyboard development, production scheduling, and technical rehearsals. Careful planning can help reduce production problems and make the workflow more organized. Filmmakers are also encouraged to allocate sufficient time for post-production activities, particularly editing, audio mixing, subtitle checking, and color grading, as audience feedback in this research showed that these aspects influence the overall viewing experience.

Future researchers may explore the use of the ADDIE model in different film genres or other audiovisual products, such as documentaries, tourism videos, promotional videos, or web series. Future studies are also encouraged to involve a larger and more diverse audience during the implementation and evaluation stages to obtain broader feedback on storytelling, technical quality, subtitle readability, and audience engagement. In addition, further research may examine the role of film as a medium for introducing urban spaces, public places, and tourism destinations, especially in cities with strong educational and cultural characteristics such as Semarang.