

## **CHAPTER IV**

### **RESULT AND DISCUSSION**

This chapter contains the explanation of the research findings and discussion related to the research entitled Developing a Short Movie Entitled “*Simpul Merekah*” to Promote Traditional Cuisine of Semarang. This research developed a promotional media for Semarang signature cuisine in the form of a short movie by applying the 4D method, which includes the define, design, develop, and disseminate stages. Through these stages, the writer carried out several processes starting from identifying problems, designing the concept, conducting the production process, and distributing the final product to the target audience.

#### **4.1 Results**

In this section, the researcher explains the results of the short movie development process, which includes the define, design, development, and disseminate stages. This research was conducted to address the research problem related to the use of audio-visual media in promoting Semarang signature cuisine through a more engaging and communicative presentation. The discussion is organized based on the development stages that had been carried out previously. The short movie presents a drama-themed story combined with a flashback concept to create an emotional atmosphere and evoke a sense of nostalgia throughout the storyline. In addition to discussing the storyline, this section also covers several technical aspects, including camera techniques, the use of different types of shots, footage utilization, video editing processes, as well as the selection of music and subtitles to support message delivery to the audience.

Furthermore, this section describes the development process conducted by the researcher, starting from problem identification and data collection to the publication stage of the short movie for the target audience. In its production, the researcher combines elements of storytelling, cinematic visuals, and culinary promotion to deliver information while also creating emotional engagement with

viewers. Therefore, the result section presents each stage of development based on the 4D method along with the outcomes obtained during the production process.

#### **4.1.1 Define**

In the define stage, the researcher identified the issues and needs related to the development of a short movie as a medium for promoting traditional cuisines of Semarang. This stage was carried out through observation and interviews, as well as the distribution of questionnaires to gather data and information to support the development of the short movie to promote traditional cuisine of Semarang.

##### **1. Observation**

Observations were conducted by directly visiting the sales locations of the selected traditional foods, namely Toko Kue Gambang at Johar Market for the roti ganjel rel observation, Nasi Glewo Mas Ben on Puspanjolo Street, and Nasi Ayam Bu Yu Nah on MT. Haryono Street in Semarang City. The observation results indicated that the number of restaurants selling these three traditional foods varied. Nasi ayam Semarang was sold by many restaurants, whereas the number of restaurants selling nasi glewo and roti ganjel rel was relatively limited.

Nasi Glewo Mas Ben was selected because it was the only restaurant selling *nasi glewo* that the researcher was able to identify during the observation. Prior to selecting the location, the researcher searched through the internet and social media and contacted several *nasi glewo* sellers. However, most of them had already stopped selling the dish. The contact information for Nasi Glewo Mas Ben was eventually obtained through a close relative.

For *nasi ayam Semarang*, the researcher initially planned to conduct the observation at another location. However, the restaurant was unexpectedly closed on the scheduled observation day. The researcher also requested permission to conduct the observation at another *nasi ayam Semarang* restaurant, but the request was not approved. Therefore, Nasi Ayam Bu Yu Nah was selected as the observation location.

For the *roti ganjel rel* observation, Toko Kue Gambang at Johar Market was selected because the number of places selling *roti ganjel rel* was relatively limited. During the observation, the researcher found that Toko Kue Gambang had recently opened at the beginning of 2026, making it one of the few locations where *roti ganjel rel* was available. In addition to obtaining information about the existence of Semarang's traditional cuisine, the observations also revealed that *nasi glewo*, *roti ganjel rel*, and *nasi ayam Semarang* possess visually appealing characteristics suitable for presentation in a short movie. The appearance of the dishes, the serving process, and the atmosphere of the selling locations were considered capable of supporting promotional activities through audio-visual media.

## 2. Interview

Interviews were first conducted with the Head of the Marketing Division and a representative of the Semarang City Department of Culture and Tourism to obtain information regarding the condition of Semarang traditional foods and the promotional strategies that have been implemented. The interview revealed that the promotion of Semarang traditional foods has primarily been carried out through MSME culinary festivals and social media, while storytelling-based audio-visual media, such as short movies, are still rarely used.

. In addition, the Head of the Marketing Division of the Semarang City Department of Culture and Tourism stated that *nasi glewo* is one of Semarang's traditional signature cuisines that is still not widely recognized by the public and is becoming increasingly difficult to find due to the limited number of vendors. Therefore, the Department recommended *nasi glewo* as one of the culinary objects to be featured in the short movie.

This finding was supported by the interview with the *nasi glewo* seller, who explained that the limited number of vendors and the lack of promotional efforts have contributed to the dish becoming less familiar to the public. Furthermore, an interview was conducted with the owner of Toko Kue Gambang, one of the vendors selling *roti ganjel rel* at Johar

Market, to confirm that the product sold is *roti ganjel rel* despite the shop's name. The owner explained that the business uses the name "Toko Kue Gambang" as a marketing strategy because many consumers perceive *roti ganjel rel* as having a hard texture. The name was intended to attract consumers' interest, while the product itself has also been modified with a softer texture and additional flavor variations to better suit consumer preferences. Meanwhile, the interview with the *nasi ayam Semarang* seller indicated that the promotion of the dish is still relatively limited compared to several other traditional foods of Semarang.

### 3. Questionnaire Results

To support the observation and interview findings, the researcher conducted a preliminary survey through Google Forms involving 55 respondents from various regions, with the majority of respondents coming from outside Semarang City. The complete list of questionnaire statements is provided in Appendix K. The questionnaire was distributed to identify the respondents' level of familiarity with several examples of the traditional cuisine of Semarang. The survey results showed that *lumpia* (98.2%), *bandeng presto* (94.5%), and *wingko babat* (80.0%) had higher recognition levels compared to *nasi ayam Semarang* (16.4%), *roti ganjel rel* (7.3%), and *nasi glewo* (1.8%). These findings support the results of the observations and interviews, which indicated that *nasi ayam Semarang*, *roti ganjel rel*, and *nasi glewo* have lower recognition levels compared to other iconic culinary products. Therefore, these three foods require more effective promotional efforts. Based on these findings, the three dishes were selected as the main objects in developing a short movie to promote traditional cuisine of Semarang.

#### 4.1.2 Design

After completing the define stage, the next step was the design stage. At this stage, the researcher began designing the idea for the short movie "*Simpul Merekah*" to be used as a promotional medium for the traditional cuisine of Semarang. The design stage was related to the pre-production process, which aimed

to develop the storyline, and various production requirements before the filming process began. This stage was conducted to ensure that the short movie production process could run more systematically and in accordance with the intended promotional objectives. The pre-production stage in this research included several steps, namely developing the story idea, writing the script, creating the storyboard, arranging location permits, and preparing the shooting schedule.

### **1. Pre-Production**

The pre-production stage was the initial step in developing the short movie. At this stage, the researcher carried out several planning activities before the filming process began, including story idea development, scriptwriting, storyboard creation, location survey and permission arrangements, as well as shooting schedule preparation. This stage was conducted to ensure that the production process of the short movie “*Simpul Merekah*” could run more systematically and remain aligned with the previously planned concept.

#### **a. Storyline**

In this section, the researcher developed the storyline that served as the foundation for the development of the promotional short movie about the traditional cuisine of Semarang. The storyline was created to determine the direction of the story, organize the sequence of events, convey messages, and introduce the traditional cuisine of Semarang through a storytelling approach. The short movie tells the journey of the main character visiting several culinary destinations in Semarang, including *roti ganjel rel*, *nasi glewo*, and *nasi ayam Semarang*. The story also presents the food serving process, the atmosphere of the food stalls, and the scenery of Semarang City, all of which support the concept of the short movie as a promotional medium for the traditional cuisine of Semarang. The following figure presents the storyline of the short movie “*Simpul Merekah*”.

## SIMPUL MEREKAH

### Sinopsis:

Di tengah suasana Kota Lama Semarang, Galih, seorang fotografer yang sedang menjalani proyek dokumentasi bangunan lama, tanpa sengaja bertemu kembali dengan Karin, bagian dari masa lalunya. Pertemuan yang seharusnya singkat itu berubah menjadi perjalanan sederhana selama satu hari menyusuri sudut kota dan kuliner khas Semarang.

Di tengah kebersamaan tersebut, kilasan kenangan masa lalu perlahan kembali hadir dan mengingatkan mereka pada hubungan yang pernah dijalani bersama. Namun, sebuah pesan singkat di ponsel Galih perlahan mengubah suasana dan mengingatkan bahwa mereka tetap harus melanjutkan hidup ke arah masing-masing. *Simpul Merekah* menghadirkan cerita tentang kenangan, penerimaan, dan hal-hal yang tetap berarti meskipun tidak selalu kembali seperti dulu.

Figure 4.1 Storyline of “*Simpul Merekah*” short movie

This storyline later became the basis for developing the script in the following stage.

### b. Script

The script was developed as a guideline for the production process of the short movie, containing character dialogues, scene sequences, and visual descriptions for each scene. The scriptwriting process applied a screenplay format using Courier New font in size 12, while the scene headings were written in capital letters. The script is shown in Figure 4.2, and further details are available in Appendix D.

Simpul Merekah

Ditulis oleh :  
Chiara Nursaputri Faustine & Nayla Syarifah

GENRE: DRAMA ROMANTIS

EXT. KOTA LAMA SEMARANG - PAGI HARI

Galih sibuk memotret bangunan tua dengan kamera DSLR di tangannya.  
Dari lensa kamera terlihat sosok Karin di seberang jalan.  
Karin berdiri menghadap Galih.

KARIN  
(bingung)  
Loh?

Galih menurunkan kameranya.

GALIH  
(terkejut)  
Karin...?

Karin hendak berbalik pergi, namun kakinya terasa kaku.  
Ia memaksakan senyum tipis.

Figure 4.2 Script of “*Simpul Merekah*” short movie

The completed script functioned as a guideline during the production process to ensure that the storyline, dialogues, and shooting process were carried out in accordance with the planned concept of the short movie. The script then became the foundation for developing the storyboard in the next stage.

c. Storyboard

At the storyboard stage, the researcher visualized each scene into a sequence of sketches based on the previously developed script. The storyboard was developed to support the arrangement of scenes and the shooting process in the short movie. A more detailed explanation of the storyboard preparation process was provided by the research partner, Nayla Syarifah, who was responsible for creating the storyboard used as a visual guide during the production of the short movie.

d. Survey and Location Permission

At this stage, the researcher conducted location surveys at several places that were used for the filming of the short movie "*Simpul Merekah*". The surveys were conducted to adjust the visual needs, location conditions, and shooting techniques to match the story concept that had been created. The surveyed locations included *nasi glewo* stalls, *nasi ayam Semarang* sellers, and a kue gambang shop that became the filming location for roti ganjel rel. In addition to checking the locations, the researcher also arranged permissions from related parties before the filming process began. At the *nasi glewo* and *nasi ayam Semarang* locations, permission was obtained directly from the sellers to use the locations as filming sites and to request permission for the sellers to appear in the short movie. Meanwhile, at Toko Kue Gambang, the researcher visited the shop, conducted an interview with the owner, requested permission to use the location for filming, and subsequently submitted a permission letter via WhatsApp. The filming was approved provided that it did



Table 4.1 Shooting Schedule

No	Activity	April				May			
		1	2	3	4	1	2	3	4
1	Pre-Production								
2	Storyline								
3	Observation and Location Permits								
4	Script Writing								
5	Storyboard								
6	Shooting Process								
7	Editing								

The shooting schedule was used as a reference during the filming process to help manage time, locations, cast, and production requirements for each scene.

#### 4.1.3 Develop

In the 4D model, the develop stage focuses on transforming the design produced in the previous stage into a usable product. In this research, this stage was carried out through production and post-production activities to develop “*Simpul Merekah*”, a short movie developed as an audio-visual promotional medium for the traditional cuisine of Semarang. In addition to product development, this stage also involved validation and testing with the target audience to gather feedback regarding the quality and feasibility of the short movie. The results obtained were then used as the basis for refining the product before publication. The development procedures implemented in this research are described as follows.

##### 1. Production

The filming process for the short movie “*Simpul Merekah*” was conducted from April 28 to 30, 2026, based on the storyboard prepared during the previous stage. Throughout the production process, the researcher was directly involved in technical activities, particularly in

determining the appropriate camera angles and shot types for each scene. The filming was carried out using a camera operated by a professional videographer to ensure high-quality visual results that supported the concept of the short movie. The following section describes the camera angles and shot types applied during the production of “*Simpul Merekah*”.

1) Camera Angle

a. Eye Angle

In the “*Simpul Merekah*” short movie, this technique was used in the scene where Galih and Karin say goodbye in front of Lawang Sewu to show the interaction between the characters more clearly, allowing the audience to experience the scene’s atmosphere more vividly.



Figure 4.4 Eye angle in “*Simpul Merekah*”

b. Low Angle

In the short movie “*Simpul Merekah*”, the low angle camera technique is used in the scene where Galih is photographing buildings in the Old Town. The shot is taken from a position lower than the subject, allowing Galih’s activities as a photographer to be seen more clearly. Additionally, the use of a low angle helps make the buildings in the background appear taller and more prominent, thereby enhancing the visual impact of Semarang City.



Figure 4.5 Low angle

c. High Angle

In *Simpul Merekah*, this technique was used in the scene where the bread rolls are served to highlight the details of the food as it is taken from the serving tray, making the food appear more clearly.



Figure 4.6 High angle in “*Simpul Merekah*”

2) Type of Shot

a. Extreme Long Shot

The extreme long shot technique in this short movie is used to show a wide view of the *Lawang Sewu* area and highlight the surrounding environment as the main focus of the frame, making the characters Galih and Karin appear very small or even barely visible. Through the extreme long shot, the atmosphere and visuals of Semarang can be seen more comprehensively.



Figure 4.7 Extreme long shot in “*Simpul Merekah*”

b. Very Long Shot

In the “*Simpul Merakah*” short movie, this technique is used in a scene set in front of a building where Galih and Karin are seen standing in the middle of an open area surrounded by lush trees, allowing the atmosphere of the location and the scene’s setting to be clearly conveyed to the audience.



Figure 4.8 Very long shot in “*Simpul Merakah*”

c. Long Shot

The long shot technique in this short movie is used in the scene where the characters Galih and Karin are walking together in Johar Market. This technique shows both characters in full, from head to toe, thereby highlighting the interaction between Galih and Karin and capturing the atmosphere of the location.

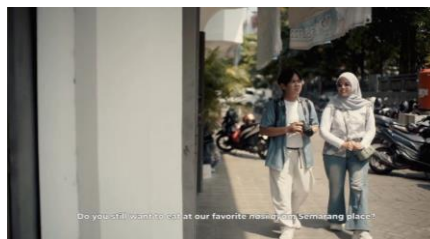


Figure 4.9 Long shot in “*Simpul Merakah*”

d. Medium Long Shot

In the short movie, a medium long shot is used in a flashback scene showing Galih and Karin when they were still dating. This technique frames both characters from the knees up, allowing the audience to see their facial expressions and gestures.



Figure 4.10 Medium long shot in “*Simpul Merekah*”

e. Medium Shot

In this short movie, a medium shot is used in the scene where Galih and Karin are talking while enjoying some bread to convey a sense of camaraderie between the characters.



Figure 4.11 Medium shot in “*Simpul Merekah*”

f. Medium Close Up

This medium close-up in the short movie shows the character Karin from the chest up in a scene set in the Old Town, with the aim of highlighting Karin’s facial expressions while still showing part of her body.



Figure 4.12 Medium close up in “*Simpul Merekah*”

g. Close Up

This technique was used in the scene where Galih smiles while looking at the camera in an antique shop in Old Town, capturing the character’s cheerful expression in that scene.



Figure 4.13 Close up in “*Simpul Merekah*” short movie

h. Extreme Close Up

This technique was used in photographing rail-shaped bread to highlight its texture, surface details, and appearance in greater detail, making it look more appealing and showcasing the bread’s distinctive characteristics to the audience.



Figure 4.14 Extreme close up in “*Simpul Merekah*”

## 2. Post Production

After the production stage is completed, the process continues to post-production. The post-production stage of the short movie *Simpul Merekah* consists of several activities, namely offline editing, online editing, music scoring, sound mixing, and subtitling. Each stage plays an important role in refining the production before publication.

In this section, the researcher focuses on the subtitling process, which involves adding dialogue text to the screen to help viewers understand the conversations presented in the short movie. During this process, the researcher translated the Indonesian dialogues into English with the assistance of DeepL. The translated text then undergoes a proofreading process to ensure that the subtitles accurately reflect the meaning of the dialogue and the context depicted in the short movie. The translation is then

proofread to ensure that it accurately conveys the meaning and fits the context presented in the short movie.

During the translation process, the researcher encountered several food names and traditional ingredients that did not have equivalent terms in English and therefore could not be translated directly. Food names such as *nasi glewo*, *roti ganjel rel*, and *nasi ayam Semarang* were retained in their original forms because they represent the culinary identity of Semarang. Meanwhile, several ingredients were translated using a free translation approach by selecting English terms with the closest possible meanings. In this study, *kencur* was translated as aromatic ginger, while *koyor sapi* was translated as beef tendon. This approach was adopted to ensure that the information presented in the subtitles could be understood by international audiences while preserving the authenticity of the traditional cuisine of Semarang featured in the short movie. The following figure presents the subtitling of the short movie.

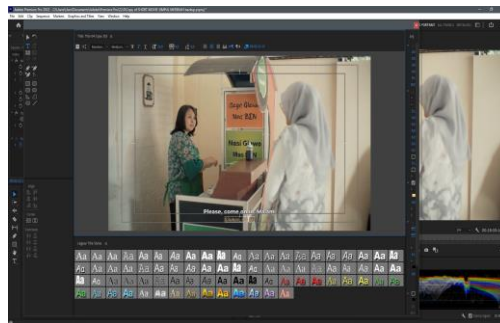


Figure 4.15 Subtitling

The subtitles were then integrated into Adobe Premiere Pro 2022 by adjusting the timing of text appearance, display duration, and synchronization with the dialogue and audio in each scene. For example, the Indonesian dialogue "*Nasi glewo itu khasnya pakai koyor sapi*" was translated into English as "*Nasi glewo is unique because it is made with beef tendon*". The use of subtitles was intended to broaden the audience's reach, allowing the short movie to be understood by both domestic and foreign tourists.

A more detailed explanation of the post-production process is provided by the research partner, Nayla Syarifah.

### 3. Expert Validation

After the production and post-production stages were completed, the short movie “*Simpul Merekah*” proceeded to the expert validation phase. During this stage, the researcher submitted the initial product to the supervisor, who served as the validator, to evaluate both the material and media aspects. The material evaluation focused on content quality, language use, and subtitle accuracy, while the media evaluation assessed the visual presentation and overall quality of the short movie.

To facilitate the validation process, the researcher prepared a validation sheet for the validator. The instrument provided three assessment categories namely feasible without revision, feasible with revisions according to the guidelines, and not feasible. Based on the validation conducted on May 13, 2026, the validator concluded that the product was “*layak digunakan dengan revisi sesuai aturan*”. The figure below shows the expert validation form completed by the validator, a more detailed version is available in Appendix F.

Form of Validation Product  
*Simpul Merekah: Traditional Cuisine of Semarang*

Validator : Alfin Rozyidha S.Pd., M.A.  
Date : 15 Mei 2026

Material Expert Validation

Please checklist one of the selected answer (v)

- Is the information about Semarang traditional cuisine presented accurately?  
 Not Accurately  Fairly Accurately  Accurately  Very Accurately
- Is the content relevant to the purpose of promoting Semarang signature cuisine?  
 Not Relevant  Fairly Relevant  Relevant  Very Relevant
- Is the language used easy to understand?  
 Not Easy  Fairly Easy  Easy  Very Easy
- Are the dialogues and storyline easy to follow?  
 Not Easy  Fairly Easy  Easy  Very Easy
- Does the storyline effectively convey the uniqueness of Semarang signature cuisine?  
 Not Effective  Fairly Effective  Effective  Very Effective
- Does the short movie successfully communicate the attractiveness of Semarang culinary tourism?  
 Not Successful  Fairly Successful  Successful  Very Successful
- Do the subtitles accurately reflect the meaning of the spoken context?  
 Not Accurate  Fairly Accurate  Accurate  Very Accurate
- Are the scenarios, dialogues, and visual elements suitable for the promotion concept?  
 Not Suitable  Fairly Suitable  Suitable  Very Suitable
- Is there any additional information that should be added to make the short movie more informative and attractive? If yes, please explain.  
Yes, add the information related to the history of the food
- Criticism and Suggestion  
  - The subtitle is quite accurate, however, the punctuation needs to be revised accordingly.
  - Make sure everyone in the video is wearing the correct form for appearing in the video.

Form of Validation Product  
*Simpul Merekah: Traditional Cuisine of Semarang*

Validator : Alfin Rozyidha S.Pd., M.A.  
Date : 15 Mei 2026

Media Expert Validation

Please checklist one of the selected answer (v)

- Is the visual appearance of the short movie suitable for the promotion concept?  
 Not Suitable  Fairly Suitable  Suitable  Very Suitable
- Is the image quality clear to support the content of the short movie?  
 Not Clear  Fairly Clear  Clear  Very Clear
- Is the audio (dialogue, narration, and background music) easy to understand?  
 Not Easy  Fairly Easy  Easy  Very Easy
- Are the subtitles helpful in understanding the content of the short movie?  
 Not Helpful  Fairly Helpful  Helpful  Very Helpful
- Are the transitions and flow of the video appropriate, smooth and not confusing?  
 Not Appropriate  Fairly Appropriate  Appropriate  Very Appropriate
- Is the duration of the short movie appropriate for promotional purposes?  
 Not Appropriate  Fairly Appropriate  Appropriate  Very Appropriate
- Are the visual elements (text, image, audio, and video composition) arranged well and balanced?  
 Not Balanced  Fairly Balanced  Balanced  Very Balanced
- Are the subtitles displayed at the right timing and in a clearly readable format?  
 Not Appropriate  Fairly Appropriate  Appropriate  Very Appropriate
- Is there any additional visual or audio element that should be added to improve the quality of the short movie? If yes, please explain.  
No
- Criticism and Suggestion  
  - Excessive scene of 'Dapur Home' need to be deleted.

Figure 4.16 Validation expert form

The feedback provided by the validator served as the basis for product improvement. The recommendations included correcting spelling and punctuation errors in the subtitles, applying face blurring to certain subjects, ensuring that all individuals appearing in the video had submitted consent forms, revising the credits section, and removing scenes considered excessive. The following presents the expert validation form completed by the validator.

#### **4. Target Audience Testing**

After the expert validation stage was completed, the development process continued with target audience testing. The testing was conducted on May 17, 2026, involving 20 respondents from three groups namely international tourists, Applied Foreign Language students, and domestic tourists from outside Semarang City. The intended target audience of the short movie consisted of international tourists and domestic tourists from outside Semarang, as the product was developed to promote Semarang signature cuisine to these groups. However, due to the difficulty in obtaining international tourist respondents during the testing stage, several students from the Applied Foreign Languages Program were involved as additional respondents. They were selected because of their English proficiency, enabling them to evaluate the English subtitles and the clarity of the promotional message. This stage aimed to determine audience's responses and evaluate their level of interest in the short movie "*Simpul Merekah*" as a promotional medium for the traditional cuisine of Semarang.

Data were collected through a questionnaire distributed via Google Forms after the respondents had watched the short movie. The questionnaire consisted of three evaluation aspects: concept aspect, audio-visual aspect, and linguistic aspect. The questionnaire statements used in this research are presented in Table 4.2 below.

Table 4.2 Statements

No	Statements	Average	Interval
1.	The storyline in the short movie is easy to understand.	3.80	Strongly Agree
2.	The storytelling approach makes the information about Semarang traditional food more interesting.	3.85	Strongly Agree
3.	The duration of the short movie is suitable for delivering the information effectively.	3.70	Strongly Agree
4.	The background music and sound effects support the atmosphere of the short movie.	3.80	Strongly Agree
5.	The cinematography of the short movie is visually appealing.	3.80	Strongly Agree
6.	The audio-visual presentation in this short movie increases my interest in trying Semarang traditional foods.	3.85	Strongly Agree
7.	The subtitles support my understanding of the story and information delivered in the short movie.	3.85	Strongly Agree
8.	The subtitles make the short movie easier for international audiences to enjoy.	3.80	Strongly Agree
9.	English subtitles are appropriate and easy to understand.	3.75	Strongly Agree
10.	The timing of the subtitles matches the dialogue in the short movie.	3.80	Strongly Agree

Based on the evaluation results of the ten statements included in the questionnaire for the short movie "*Simpul Merekah*", it can be concluded that the respondents generally expressed positive appreciation toward the quality of the film. This is reflected in the overall mean score of 3.80, which

falls within the Strongly Agree category on the Likert scale, based on responses from 20 participants.

From the content aspect, the statement regarding the ease of understanding the storyline received a mean score of 3.80, indicating that the plot was easy for viewers to follow. In addition, the approach used to present information about the traditional cuisine of Semarang was considered engaging, with a mean score of 3.85. The duration of the film was also regarded as appropriate for delivering information effectively, receiving a mean score of 3.70.

From the audio-visual aspect, background music and sound effects obtained a mean score of 3.80, indicating that both elements successfully supported the atmosphere of the film. The cinematography was considered visually appealing, with a mean score of 3.80. Furthermore, the overall audio-visual presentation was found to increase viewers' interest in trying the traditional cuisine of Semarang, achieving a mean score of 3.85.

From the linguistic aspect, the subtitles were considered highly effective in helping viewers understand both the storyline and the information presented, receiving a mean score of 3.85. The subtitles also made the film more accessible to international viewers, with a mean score of 3.80. The use of English subtitles was regarded as accurate and easy to understand, obtaining a mean score of 3.75, while the synchronization between subtitle appearance and dialogue received a mean score of 3.80. Overall, the short movie "*Simpul Merekah*" demonstrated strong performance across several key aspects of film production, particularly in content delivery, audio-visual quality, and the use of subtitles to reach a broader audience.

In addition, respondents were asked to provide feedback and suggestions through Google Forms after watching the "*Simpul Merekah*" short movie. Their responses were used as evaluation material to identify audience impressions of the developed short movie. Respondent SIS stated that the storyline was well presented, engaging, and able to maintain the

audience's attention until the end of the film. The respondent also expressed an interest in trying *nasi glewo* and *nasi ayam Semarang* after watching the short movie.

Respondent AAND commented that "*Simpul Merekah*" was very interesting. According to the respondent, the short movie successfully increased the desire to try the featured dishes because the food was presented in a highly appealing way. Respondent HNZ recommended the short movie to friends who plan to visit Semarang and explore its local cuisine. The respondent believed that the film could help introduce various options of the traditional cuisine of Semarang to prospective tourists.

Respondent ZPA stated that the short movie not only encouraged viewers to try the traditional cuisine of Semarang but also provided new knowledge about the region's culinary heritage. Respondent S gave positive feedback regarding the production quality of the short movie. According to the respondent, the film demonstrated good quality and appeared professional in terms of both presentation and technical production. Overall, the feedback from the target audience indicated that "*Simpul Merekah*" received positive responses. The respondents agreed that the storyline, dialogue, visuals, and cinematographic techniques effectively communicated information about the traditional cuisine of Semarang. Furthermore, the visual presentation of the food successfully increased viewers' interest in trying the featured dishes.

## **5. Revising Product**

After the validation and testing processes were completed, the researcher revised the short movie "*Simpul Merekah*" based on the feedback and suggestions obtained in order to improve the content and visual presentation before proceeding to the disseminate stage. During the pre-production stage, the researcher revised the script by adding information about the history of the featured foods in accordance with the recommendations provided by the supervisor. The revised aspects are described as follows.

a. Subject Face Blurring

In the scene where the male actor and actress enter *Toko Kue Gambang*, the researcher blurred the faces of several individuals who appeared in the background behind the male actor. This revision was made based on the supervisor's recommendation to protect the privacy of individuals who were not directly involved in the production process of the short movie.



Figure 4.17 Before and after revision

b. Delete Excessive Scenes

During the editing stage, the researcher removed several excessive scenes, such as Dapur Harsa's segment in the *nasi glewo* scene. This revision was carried out by cutting footage that was considered less relevant to the storyline. The removal of these scenes was intended to create a more focused narrative flow and ensure that the video remained consistent with the concept of the short movie.



Figure 4. 18 Excessive scene

c. Credit Revision

Based on the validator's recommendation, the researcher revised the credits section of "*Simpul Merekah*" by adding names to several production roles, particularly the script writer and editor positions. This revision was made to ensure that all individuals who

contributed to the production process were properly acknowledged in the credits. The following figure presents a comparison of the credits section after the revision.

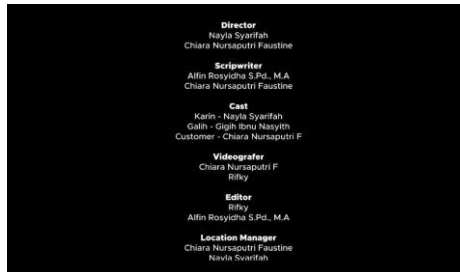


Figure 4.19 Credit revision

d. Consent Form

The researcher also ensured that all individuals appearing in the short movie had provided permission through a consent form authorizing their appearance in the video. The following figure presents the consent forms obtained from the individuals featured in the short movie. For more details, refer to Appendix E.

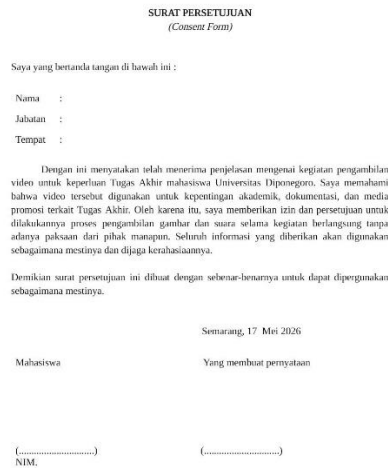


Figure 4.20 Consent form

e. Subtitle Revision

The English subtitles were revised based on the feedback provided by the supervisor. Most of the revisions focused on punctuation adjustments to improve the accuracy and readability of the subtitles. In addition, several other corrections were made to

enhance the overall quality of the subtitle translation. The following figure shows a comparison of the subtitles before and after the revision process.

Table 4.3 Subtitle revision

Indonesian	Translate	Revision
Kok kayak galih?	Is that, Galih?	He kinda looks like Galih.
Trus kamu disini ngapain?	So what are you doing here?	So, what are you doing here?
Refreshing gitu	Taking a break.	Kinda refreshing.
Boleh	Of course.	Sure.
Rin, kayaknya aku mulai laper deh.	I think I'm starting to get hungry, Rin.	I think I'm getting hungry, Rin.
Mau pesen 2 bu	I'd like to order two, ma'am.	I'd like to order two portions, Ma'am.
Terus identik dari nasi glewo itu kuahnya Kuahnya pake kuah kencur sama santan.	Then, what makes <i>nasi glewo</i> so distinctive is the sauce. The sauce uses ginger and coconut milk.	Then, what makes <i>nasi glewo</i> so distinctive is the soup. The soup uses aromatic ginger and coconut milk.
Bukannya kencur itu yang biasa di seblak ya?	Isn't ginger usually used in spicy wet cracker soup?	Isn't aromatic ginger usually used in spicy wet cracker soup?
Iya sih, ada wangi2 kencurnya	Yeah, there's a ginger aroma in it.	Yeah, there's a hint of aromatic ginger.
... sekarang itu udah jarang pedagangnya.	there aren't many traders selling it anymore.	there are barely any sellers now.
Makanya, waktu itu ada festival untuk memperkenalkan nasi glewo lagi	That's why there was a festival at that time to promote <i>nasi glewo</i> again.	That's why there was a festival at that time to reintroduce <i>nasi glewo</i> .

Oh jadi waktu itu sempet dikenalin lagi ya?	So, it got promoted again at that time?	So, it was reintroduced back then?
Makannya udah?	Have you eaten yet?	Have you finished?
Udah. Enak banget	I've already eaten. Very delicious.	I'm done. It's very delicious.

#### 4.1.3 Disseminate

The disseminate stage is the final phase of the 4D development model, which aims to distribute the developed product to the target audience. At this stage, the short movie “*Simpul Merekah*”, which had undergone validation, testing, and revision processes, was published as an audio-visual promotional medium for the traditional cuisine of Semarang through the Applied Foreign Languages YouTube channel.

Before publication, the researcher submitted the “*Simpul Merekah*” short movie to the Semarang City Department of Culture and Tourism on May 20, 2026, through the Head of the Marketing Division of the Semarang Tourism Office to obtain feedback and responses from the relevant stakeholder. A screening test was conducted in a meeting room on the 8th floor of the Pandanaran Building and was attended by the Head of the Marketing Division of the Semarang Tourism Office. Based on the screening session, the stakeholder provided positive feedback on the “*Simpul Merekah*” short movie. The institution stated that the short movie was able to promote the traditional cuisine of Semarang through engaging visuals and a communicative storyline. In addition, Disbudpar expressed appreciation for the overall quality of the short movie, which was considered excellent and something to be proud of. As an additional recommendation, the stakeholder suggested creating a teaser that could be used as promotional content prior to the official publication of the video. The following presents the feedback obtained from the Semarang City Department of Culture and Tourism, for further details are available in Appendix G.

**LEMBAR PENILAIAN VALIDASI**

No	Deskripsi	Skor			
		1	2	3	4
1.	Akar cerita dalam short movie mudah dipahami.			✓	
2.	Sinematografi dalam short movie terlihat menarik secara visual.				✓
3.	Ada dialog memuat daya tarik dari objek makanan khas Semarang yang ditampilkan dalam short movie.			✓	
4.	Kandungan gambar dalam short movie sudah baik.				✓
5.	Editing yang digunakan baik secara visual maupun teknik pengambilan video sudah bagus.				✓
6.	Suara akoristika jernih dan terdengar jelas.			✓	
7.	Suara latar belakang yang dipaparkan mampu memperjelas suasana dalam short movie.			✓	
8.	Kecepatan subtitle dengan audio dan dialog sudah tepat, serta mudah dibaca.			✓	
9.	Durasi short movie sudah sesuai dan tidak membosankan.		✓		
10.	Short movie ini dapat digunakan sebagai media promosi makanan khas Semarang.				✓
Saran & Rekomendasi					

Keterangan:  
 (1) Sangat Tidak Sesuai  
 (2) Tidak Sesuai  
 (3) Sesuai  
 (4) Sangat Sesuai

Semarang, 30 Mei 2026  
 Validasi  
  
 Validator, S.Pd, M.Pd, C.F., M.Ed

Figure 4.21 Stakeholders' feedback form

After receiving feedback from stakeholders, the researcher also submitted the Minutes of Handover, which was signed by the Head of the Marketing Division of the Semarang City Department of Culture and Tourism. This document serves as official proof of the handover of the final product, namely the “*Simpul Merekah*” short movie, which was developed to support the promotion of the traditional cuisine of Semarang. The following figure shows the handover of the Minutes of Handover to the Semarang City Department of Culture and Tourism.



Figure 4.22 Handover of the Minutes of Handover

The final version of the “*Simpul Merekah*” short movie was published on May 20, 2026, through the Applied Foreign Languages YouTube channel so that it could be accessed by a wider audience. The publication of the short movie was

intended to promote the traditional cuisine of Semarang to both domestic and foreign tourists through an engaging and communicative medium. The following figure presents evidence of the publication of “*Simpul Merekah*” on the Applied Foreign Languages YouTube channel.

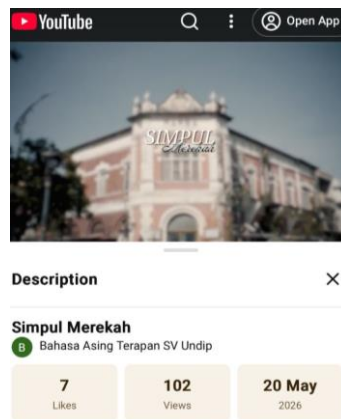


Figure 4.23 Publication on YouTube

In addition to being published on YouTube, “*Simpul Merekah*” has also been registered for Intellectual Property Rights (IPR) protection as a means of safeguarding the developed work. This registration was carried out to provide legal protection for the short movie while also supporting the dissemination stage of the product. The following figure presents evidence of the IPR registration for “*Simpul Merekah*”.



Figure 4.24 Copyright certificate

## 4.2 Discussion

This study discusses the process of developing a short movie entitled “*Simpul Merekah*” to promote traditional cuisine of Semarang, namely *nasi glewo*, *nasi ayam Semarang*, and *roti ganjel rel*. This study was conducted using the Research and Development (R&D) method with a 4D model by Thiagarajan et al. (1974), consisting of the define, design, develop, and disseminate stages. During the define stage, the researcher conducted observations, interviews, and questionnaire distribution to obtain information about the traditional cuisine of Semarang and its promotional media. The research results indicate that *nasi glewo*, *nasi ayam Semarang*, and *roti ganjel rel* have relatively low levels of public recognition. In addition, the use of audio-visual media to promote the traditional cuisine of Semarang remains limited. This finding is consistent with Noviyanti et al. (2017), who reported that the promotion of culinary tourism in Semarang has not been carried out optimally, resulting in many traditional cuisines remaining unfamiliar to tourists. Therefore, the findings reinforce the need for a more engaging promotional medium to introduce these traditional foods to a wider audience.

In the design stage, the researcher carried out pre-production activities as the planning phase before the production of the short movie began. This stage included developing the storyline, script, storyboard, conducting location surveys and obtaining filming permits, and preparing the shooting schedule for the “*Simpul Merekah*” short movie to support a smooth production process. The activities carried out during this stage are in line with Pham (2013), who explains that pre-production includes storyline development, scriptwriting, storyboard creation, location surveys, filming permits, and shooting schedule preparation before the production process begins. During the develop stage, production and post-production activities were carried out, including filming, video editing, music scoring, sound mixing, and subtitling. After the product had been developed, expert validation, target audience testing, and product revisions were conducted based on the feedback received. This stage aimed to ensure that the short movie was suitable for use as a promotional medium in terms of its concept, audio-visual, and linguistic

aspects. The final stage was disseminate, which involved submitting the product to the Semarang City Department of Culture and Tourism as the stakeholder to obtain feedback and responses regarding the developed product, as well as publishing the short movie through the Applied Foreign Languages Study Program YouTube channel.

The first previous study by Putra, Prayanto, and Yudani (2015) focused on promoting Semarang street food in general, whereas this study specifically features *nasi glewo*, *nasi ayam Semarang*, and *roti ganjel rel* as the main promotional objects. In addition, this study developed a short movie that not only presents information about local cuisine but also incorporates character interactions, dialogues, and the atmosphere of Semarang City to support the delivery of culinary promotional messages. The second previous study by Latifah (2023) focused on promoting culinary tourism at Pasar Gede Solo using Japanese, whereas this study focuses on the traditional cuisine of Semarang with English subtitles. Besides the difference in promotional objects, this study developed a promotional medium in the form of a short movie that combines a storyline, dialogues, and emotional elements as part of the promotion of Semarang's traditional cuisine. The third previous study by Noviyanti, Setiawan, and Setyawan (2017) used a short informative promotional video with a duration of 2 minutes and 20 seconds. In contrast, this study was developed in the form of a short movie that integrates storytelling elements, dialogue, and culinary visuals into a cohesive storyline.

Several challenges were encountered during the production process of the short movie. During the observation stage, the researcher experienced difficulty finding a *nasi glewo* vendor due to the limited number of sellers. To overcome this issue, the researcher searched through social media and visited several locations directly before eventually obtaining information about a *nasi glewo* vendor in Semarang from a close contact. The difficulty in locating active *nasi glewo* vendors also supports the findings from the interview with the Head of the Marketing Division of the Semarang City Department of Culture and Tourism, who stated that *nasi glewo* is one of Semarang's traditional cuisines but is becoming increasingly difficult to find because of a limited of vendors sell it. In addition, adjustments were

made during production because *Toko Kue Gambang* was crowded, requiring several scenes to be modified according to the actual conditions on site. A scene that was originally planned as a collision near the cashier area was changed into a scene in which the characters were collecting their order. Another challenge occurred during the filming of the *roti ganjel rel* baking process because bread production only took place at specific times. As a result, the shooting schedule, which was initially planned for two days, was extended to three days to allow sufficient footage of the baking process to be captured.

Based on the feedback provided by the Semarang City Department of Culture and Tourism, the “*Simpul Merekah*” short movie received positive responses. The stakeholder stated that the visual quality and overall concept of the short movie were considered good and suggested the addition of a teaser to support its publication and promotion. The institution also noted that the short movie’s duration of 18 minutes was relatively long for digital promotional mediums. Nevertheless, the stakeholder still considered “*Simpul Merekah*” is of good quality and can be used as a promotional medium for the traditional cuisine of Semarang. This finding supports Sajaroh and Imanto (2026), who state that audio-visual media is an effective promotional tool because it combines visual elements and storytelling to deliver promotional messages in a more engaging way. The positive feedback from the stakeholder indicates that the short movie has successfully applied these elements to promote Semarang’s traditional cuisine.