

CHAPTER V

CONCLUSION & SUGGESTION

5.1 Conclusion

Based on the research conducted, it can be concluded that the development of the short movie “*Simpul Merekah*” was carried out using the Research and Development (R&D) method with the 4D model proposed by Thiagarajan et al. (1974), which consists of the define, design, develop, and disseminate stages. In the define stage, the researcher conducted observations, interviews, and distributed questionnaires to obtain the information needed for product development. The design stage involved developing the storyline, script, storyboard, location surveys and permits, as well as creating a shooting schedule. The develop stage consisted of production and post-production activities, followed by expert validation, audience testing, and product revision.

The final stage, Disseminate, was carried out by submitting the “*Simpul Merekah*” short movie to the Semarang City Department of Culture and Tourism and publishing it through the Applied Foreign Languages YouTube channel. Feedback from the Semarang City Department of Culture and Tourism indicated that the short movie successfully promoted the traditional cuisine of Semarang through appealing visuals, a communicative storyline, and engaging promotional content. The stakeholder also expressed appreciation for the quality of the product and recommended the creation of a teaser to support its promotion. In conclusion, the “*Simpul Merekah*” short movie is considered capable of serving as an engaging and informative audio-visual promotion media for promoting *nasi glewo*, *nasi ayam Semarang*, and *roti ganjel rel* as traditional cuisine of Semarang to both domestic and foreign tourists.

5.2 Suggestion

Based on the research conducted, the researcher provides several suggestions for future research. Future studies are expected to develop alternative production plans to anticipate challenges during the shooting process, such as

changes in weather, location conditions that do not align with the plan, or other obstacles that may affect the production schedule. Additionally, future research could highlight other lesser-known traditional dishes from Semarang to expand the promotion of the region's culinary offerings. Based on feedback from the Semarang City Department of Culture and Tourism, it is recommended that the duration of the short movie in future research be made shorter.