

## CHAPTER V

### CONCLUSION & SUGGESTION

#### 5.1. Conclusion

Based on the research that has been conducted, it can be concluded that the development of *Simpul Merekah* was carried out using the Research and Development (R&D) method with the 4D model proposed by Thiagarajan et al. (1974), consisting of the Define, Design, Develop, and Disseminate stages. During the Define stage, observations, interviews, and questionnaires were conducted to collect the information needed for product development. The Design stage included developing the storyline, script, storyboard, location survey and permits, as well as the production schedule.

During the Develop stage, the production and post-production processes were carried out, followed by expert validation, audience testing, and product revision before proceeding to the final stage. The Disseminate stage involved submitting *Simpul Merekah* to the Semarang City Department of Culture and Tourism through a formal handover and publishing it on the Applied Foreign Languages YouTube channel. Based on the feedback provided by the Semarang City Department of Culture and Tourism, *Simpul Merekah* received positive responses, particularly regarding its visual quality, storytelling concept, and presentation of culinary promotional content, which were considered engaging and communicative. The department also appreciated the developed product and suggested the addition of a teaser to support its publication. Overall, *Simpul Merekah* was considered an informative and engaging audio-visual promotional medium for introducing *nasi glewo*, *nasi ayam semarang*, and *roti ganjel rel* as Semarang signature cuisine to both domestic and international tourists.

#### 5.2. Suggestion

Based on the research that has been conducted, the author would like to provide several suggestions for future studies. Future researchers are encouraged to prepare alternative production plans to anticipate challenges during the shooting

process, such as weather changes, unsuitable filming locations, or other obstacles that may affect the production schedule. In addition, future studies may focus on other Semarang signature dishes that are not yet widely recognized in order to further expand the promotion of local culinary heritage. Based on the feedback provided by the Semarang City Department of Culture and Tourism, future short movies are recommended to have a shorter duration.