

**CREATING A SHORT FILM ABOUT CULTURAL
PLURALISM PRESERVATION FOR BRANDING
PURA AGUNG GIRI NATHA SEMARANG**



FINAL ASSIGNMENT

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

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
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2023

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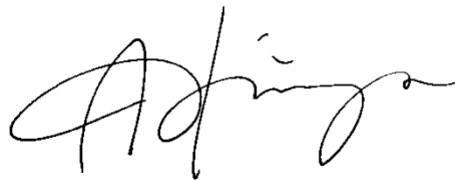
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A FINAL ASSIGNMENT
CREATING A SHORT FILM ABOUT CULTURAL PLURALISM
PRESERVATION FOR BRANDING
PURA AGUNG GIRI NATHA SEMARANG

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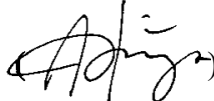
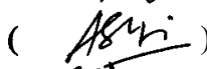
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ABSTRACT

Semarang, the capital city of Central Java Province in Indonesia, has a rich historical heritage as well as cultural and religious diversity. The city has a wide variety of tourist destinations. One of them is a type of religious tourism, Pura Agung Giri Natha Semarang. The temple, which was established in 1969, has officially been used as a religious tourism object since 2016. Pura Agung Giri Natha presents an extraordinary experience for tourists. To support the temple's standing as a religious tourism object in such digital era, it is necessary to do an attractive promotion by making a marketing video in the form of short film. The concept of storytelling is a suitable step to increase the branding of Pura Agung Giri Natha Semarang. This research was conducted using the research and development method and used a Likert-scale questionnaire involving 20 respondents to assess aspects of content, audiovisual, and linguistic. Based on the results of the assessment, it can be concluded that all respondents gave a very agree scale to the statements in the aspects that have been mentioned.

Keywords: Research and Development, Marketing Video, Short Film, Branding

ABSTRAK

Kota Semarang, ibu kota Provinsi Jawa Tengah di Indonesia, memiliki warisan sejarah yang kaya serta keberagaman budaya dan agama. Kota ini memiliki berbagai macam destinasi wisata. Salah satunya adalah jenis wisata religi, Pura Agung Giri Natha Semarang. Pura yang berdiri dari tahun 1969 ini telah resmi dijadikan obyek wisata religi mulai 2016 silam. Pura Agung Giri Natha menyajikan pengalaman yang luar biasa bagi wisatawan. Dalam mendukung pelestarian dan pengenalan terhadap eksistensi Pura Agung Giri Natha, perlu dilakukan promosi yang menarik agar dapat menambah minat wisatawan untuk mengunjungi Pura ini. Dalam hal ini, pembuatan video pemasaran berupa sinematografi film pendek yang mengusung konsep *storytelling* merupakan langkah yang cocok untuk meningkatkan penjenamaan pada Pura Agung Giri Natha Semarang. Penelitian ini dilakukan dengan metode penelitian dan pengembangan serta menggunakan skala Likert yang melibatkan 20 responden untuk menilai aspek konten, audiovisual, dan bahasa. Berdasarkan hasil pada penilaian, dapat disimpulkan seluruh responden memberi skala “sangat setuju” terhadap pernyataan dalam aspek-aspek yang telah disebutkan.

Kata Kunci: Penelitian dan Pengembangan, Video Pemasaran, Film Pendek, Penjenamaan

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