

**CREATING A SHORT FILM TITLED “ASA DAN RASA”
TO PROMOTE CULINARY TOURISM IN SEMARANG CITY**



FINAL ASSIGNMENT

A Partial Fulfilment 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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2024

STATEMENT OF ORIGINALITY

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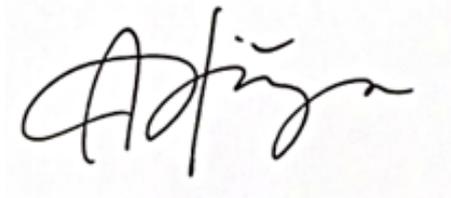
APPROVAL SHEET
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CREATING A SHORT FILM TITLED “ASA DAN RASA”
TO PROMOTE CULINARY TOURISM IN SEMARANG CITY

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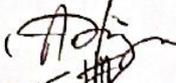
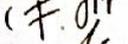
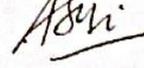
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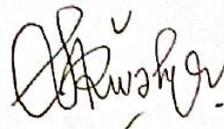
This study has been examined and is accepted for inpartial fulfillment of the requirement for the degree of Applied Bachelor in Applied Foreign Languages of Vocational College Universitas Diponegoro

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Making a work will be maximized with suggestions and criticism. The author hopes that readers of this final assignment can provide suggestions and constructive criticism so that this work can be optimized.

Semarang, 21st June 2024

A handwritten signature in black ink, reading "Rafi Fauzi Wibowo". The signature is written in a cursive style with a horizontal line underneath the name.

Rafi Fauzi Wibowo

ABSTRACT

Semarang City is a city that has interesting cultural acculturation such as Javanese, Arabic, and Chinese culture. This has been formed since the beginning of the colonial period and has had a big impact on the development of Semarang City. The impacts that can be enjoyed from cultural acculturation are historical value, tourism value, cultural value, and aesthetic value. One part of the historical value and tourism value is the culinary history. Semarang City has a variety of unique specialties, and this city even got its nickname after one of its specialties, namely lumpia. Apart from lumpia, there are many other legendary specialties in this city such as mochi, wingko babat, milkfish presto, ice cream, soto semarang, and so on. This is what attracted the author to make a short film with the theme of culinary tourism in Semarang City. The making of this culinary-themed short film was also strengthened by the words of the Minister of Tourism and Creative Economy that "Culinary tourism is one of the main attractions for several cities in Indonesia, including Semarang City". In this case, the short film will present various culinary delights in Semarang and take place in the setting of tourist destinations in the city. This research uses research and development methods and a Likert scale involving the Semarang City Culture and Tourism Office and the Semarang City Tourism Ambassador Community as respondents to assess aspects of video quality, story harmony, audiovisuals, and language use. Based on the results of the research, it can be concluded that all respondents gave a scale of "strongly agree" to the statements presented in these aspects.

Keywords: Semarang City, Culinary Tourism, Short Film, Promotional Video, Cultural Diversity

ABSTRAK

Kota Semarang merupakan kota yang memiliki akulturasi budaya yang menarik seperti budaya Jawa, Arab, dan Tionghoa. Hal ini sudah terbentuk sejak awal masa penjajahan yang mana memberikan dampak yang besar bagi perkembangan Kota Semarang. Dampak yang dapat dinikmati dari akulturasi budaya tersebut adalah nilai sejarah, nilai pariwisata, nilai kebudayaan, dan nilai estetika. Salah satu bagian dari nilai sejarah dan nilai pariwisata adalah sejarah kulinernya. Kota Semarang memiliki berbagai makanan khas yang unik bahkan kota ini mendapatkan julukan yang diambil dari salah satu makanan khasnya yakni lumpia. Selain lumpia masih banyak makanan khas lainnya yang legendaris di kota ini seperti mochi, wingko babat, bandeng presto, es krim, soto semarang, dan lain sebagainya. Hal inilah yang memikat penulis untuk membuat sebuah film pendek dengan mengangkat tema wisata kuliner di Kota Semarang. Pembuatan film pendek bertema kuliner ini juga diperkuat dengan perkataan Menteri Pariwisata dan Ekonomi Kreatif bahwa Wisata kuliner menjadi salah satu daya tarik tersendiri bagi beberapa kota di Indonesia, termasuk Kota Semarang. Dalam hal ini film pendek akan menyajikan berbagai kuliner di Kota Semarang serta mengambil latar tempat dari destinasi wisata di kota tersebut. Penelitian ini menggunakan metode penelitian dan pengembangan serta menggunakan skala Likert yang melibatkan Dinas Kebudayaan dan Pariwisata Kota Semarang serta Komunitas Duta Wisata Kota Semarang sebagai responden untuk menilai aspek kualitas video, keselarasan cerita, audiovisual, dan penggunaan bahasa. Berdasarkan hasil pada penelitian, dapat disimpulkan bahwa seluruh responden memberikan skala “sangat setuju” terhadap pernyataan yang disajikan dalam aspek-aspek tersebut.

Kata Kunci: Kota Semarang, Wisata Kuliner, Film Pendek, Video Promosi, Keberagaman Budaya

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