

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The short film “*Asmaradana Telah Kembali*” was produced through a structured project-based method adapted from the Research and Development (R&D) model. This approach began with a comprehensive exploration phase that collected essential cultural and historical insights about *lenjongan*, a traditional Javanese delicacy. The information was primarily obtained from Bu Indria Kusuma Wardhani, a Surakarta-based tour guide and owner of Jovitanika Tour and Travel, whose input helped establish the culinary and symbolic background of thirteen traditional snacks featured in the film. These included *gendar*, *lindri*, *lopis*, *klepon*, *sawut*, *jongkong*, *gatot*, *getuk*, *tiwul*, *cenil*, *ketan hitam*, *ketan putih*, and *grontol*. Each item was visually interpreted with attention to authenticity and artistic composition.

The planning and scripting phases focused on emotional storytelling embedded in cultural reality. Creative decisions, such as the use of local Javanese settings, wardrobe, properties, and linguistic choices, were made to reflect the warmth of intergenerational relationships. During the production stage, professional cinematography techniques and natural lighting were utilized to capture a nostalgic atmosphere. The soundtrack, composed by the filmmaker in collaboration with a music editor and recorded independently, reinforced the narrative’s emotional depth through songs in both Indonesian and English.

Initial feedback was obtained through limited field testing, during which the supervising lecturer provided key recommendations that informed the final edit. Further evaluation involved a diverse group of twelve respondents from Surakarta, other Indonesian cities, and international backgrounds. Their reactions revealed strong emotional engagement, with many local viewers expressing a personal connection to the scenes and traditions depicted. Several international respondents also noted that the film sparked a desire to learn more about *lenjongan* and Javanese culture.

The evaluation results indicated a high level of audience satisfaction across various aspects, including narrative structure, visual aesthetic, sound design, cultural representation, and subtitle clarity. Quantitative ratings placed the film in the "strongly agree" category, affirming its impact both as a storytelling medium and a vehicle for cultural education. Suggestions from the audience included extending the duration for deeper character exploration and incorporating additional visual rituals to further represent Javanese customs.

The film was disseminated through YouTube, Instagram, and TikTok, expanding its reach among younger viewers and international audiences. A partnership with the Surakarta City Tourism and Culture Office further elevated its distribution, combining traditional heritage with digital engagement strategies. The film was also formally registered under Intellectual Property Rights (HKI), ensuring its legal recognition and creative protection.

In conclusion, "*Asmaradana Telah Kembali*" has demonstrated its success not only as a short film but also as a cultural preservation project. It presents a thoughtful narrative that weaves together emotional storytelling, culinary heritage, and visual expression. By reintroducing *lenjongan* within a modern cinematic form and gaining strong public response both locally and globally, the film contributes meaningfully to the safeguarding of intangible cultural assets while promoting appreciation for Javanese identity and tradition.

5.2 Suggestions

After reflecting on the overall production process of the short film *Asmaradana Telah Kembali*, several suggestions are offered as thoughtful references for future filmmakers or researchers who are interested in developing cultural storytelling through short films:

1. Prepare multiple backup plans during the preproduction stage

Situations such as unexpected weather changes, sudden health problems among the crew, or transportation issues can occur without warning. Having contingency plans in place helps the production continue smoothly and avoids

unnecessary delays. This practical step is supported by the advice of Sari et al. (2025), who emphasize the importance of risk anticipation in creative projects.

2. Ensure thorough technical preparation before filming begins

It is essential to check all equipment including cameras, microphones, lighting, and tripods to ensure everything functions properly. Bringing extra batteries and power banks is also a small yet vital step to prevent disruptions during the shooting process. Karunia and Gunarto (2025) highlight that consistent technical readiness is key to maintaining quality during digital content production.

3. Implement effective time management throughout all production stages

A well organized schedule that is followed with discipline allows the team to work efficiently while still balancing academic or personal responsibilities. Proper time allocation also minimizes the risk of rushed production and postproduction phases, ensuring a more polished final product.

4. Establish a clear and consistent concept from the beginning

When the creative direction is well understood by everyone involved, the scriptwriting, shooting, and editing processes become much more focused. Including scenes that depict how lenjongan is traditionally prepared can strengthen the film's educational and cultural message, especially for those who are unfamiliar with this heritage. This approach aligns with Jaya et al. (2024), who stress the power of visual storytelling in preserving local traditions.

5. Explore other traditional foods from Surakarta that are fading from daily life

Culinary items such as leker Solo, serabi Notosuman, dawet telasih, jamu gendong, wedang uwuh, and cabuk rambak carry strong cultural significance and offer meaningful material for future visual storytelling. As noted by Perdana et al. (2023), showcasing these traditional foods can revive public interest and support cultural preservation efforts.

6. Expand the content beyond culinary traditions

Surakarta is also rich in local crafts, traditional dance performances, cultural festivals, historic landmarks, and community based tourism. Bringing these elements into future films can help audiences appreciate a broader and deeper side

of the city's cultural life. Wijayanti (2020) supports the idea that promoting diverse cultural assets can strengthen the sustainability of creative tourism.

7. Consider cultural exploration beyond the city of Surakarta

Many regions across Indonesia such as Sumba, Banyuwangi, Padang, Makassar, and Jayapura hold valuable traditions and unique stories that remain underrepresented in visual media. Exploring these areas can provide a more balanced portrayal of Indonesia's cultural richness and encourage wider appreciation of the country's diversity as a whole, as emphasized by Rahman (2023) in his study on inclusive cultural representation.

These suggestions are not only based on the experiences encountered during the making of this short film but are also supported by relevant studies and real life examples. By implementing them, future filmmakers and cultural content creators can be better prepared in developing impactful projects that contribute to cultural preservation and tourism development. In addition, these insights may inspire more inclusive and creative approaches in presenting Indonesia's diverse cultural heritage through audio visual media.