

**DEVELOPING A SHORT FILM ABOUT TOURISM “WHISPERS
OF SEMARANG: A REUNION TALE SET IN SEMARANG’S
SOUL” TO PROMOTE SEMARANG CITY**



FINAL ASSIGNMENT

**A Partial Fulfilment of the Requirements for the Applied Foreign
Language Bachelor Degree**

By:

Firza Andrian Dhani

40020521650005

**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
DIPONEGORO UNIVERSITY**

2025

STATEMENT OF ORIGINALITY

This to certify that thesis is definitely my original work. I am completely responsible for the content of this thesis. Other writers; opinions or findings included in this project are quoted or cited in accordance with ethical standards. I understand the full consequences if I took somebody else's ideas, paragraphs, phrases, or sentences without proper references.

The undersigned below:

Name : Firza Andrian Dhani

Students ID : 40020521650005

Signature : 

Dates : 22 September 2025

APPROVAL SHEET

FINAL ASSIGNMENT

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by

Firza Andrian Dhani

40020521650005

Semarang, 22 September 2025

Approved by

Supervisors



Aditya Nur Patria, S. Hum., M.App.Ling.

NIP. 199012182020121007

ACCEPTANCE

This Final Project was submitted by:

Name : Firza Andrian Dhani
Student's ID Number : 40020521650005
Study Program : Applied Foreign Language
Final Project Title : DEVELOPING A SHORT FILM ABOUT TOURISM
"WHISPERS OF SEMARANG: A REUNION TALE
SET IN SEMARANG'S SOUL" TO PROMOTE
SEMARANG CITY

This study has been examined and is acceptance for impartial fulfilment of the requirement for the degree of Applied Foreign Languages of Vocational College Diponegoro University

Board of Examiners:

Chairman : Aditya Nur Patria, S.Hum., M.App.Ling.
Examiner : Lilis Lamsehat Panjaitan, S.Pd., M.A.
Examiner : Alfin Rosyidha, S.Pd., M.A.


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()

Semarang, 29th September 2025

Head of Applied Foreign Language Study Program



Sriwahyu Istana Trahutami, S.S., M.Hum.

NIP. 197401032000122001

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ABSTRACT

This research aims to design and produce a short film entitled “Whispers of Semarang: A Reunion Tale Set in Semarang’s Soul” as a medium for promoting tourism in Semarang. The film tells the story of four close friends who reunite in Semarang after their college years, revisiting iconic places such as Blenduk Church, *Kota Lama*, Spiegel, *Titik Nol KM*, and Tirang Beach. The study applies the Research and Development (R&D) method by Borg & Gall (1983), focusing primarily on the production and post-production stages, including planning, shooting, editing, sound design, and final revisions. The final product has an approximate duration of 11 minutes and was uploaded on YouTube as a medium for dissemination. The results indicate that the short film successfully combines elements of narrative and visual aesthetics to highlight both personal nostalgia and the cultural richness of Semarang, making it not only an academic output but also a contribution to local tourism promotion.

Keywords: Tourism, Semarang, Short Film, Video Promotion, Research and Development

ABSTRAK

Penelitian ini bertujuan untuk merancang dan memproduksi sebuah film pendek berjudul “Whispers of Semarang: A Reunion Tale Set in Semarang’s Soul” sebagai media promosi pariwisata di Kota Semarang. Film ini menceritakan tentang empat sahabat dekat yang kembali berkumpul di Semarang setelah masa kuliah mereka, sambil mengunjungi kembali destinasi ikonik seperti Kota Lama, Gereja Blenduk, Spiegel, Titik Nol KM, dan Pantai Tirang. Penelitian ini menggunakan metode Research and Development (R&D) dari Borg & Gall (1983), dengan fokus utama pada tahap produksi dan pascaproduksi, termasuk perencanaan, pengambilan gambar, penyuntingan, desain suara, serta revisi akhir. Produk akhir memiliki durasi sekitar 11 menit dan diunggah di YouTube sebagai sarana diseminasi. Hasil penelitian menunjukkan bahwa film pendek ini berhasil memadukan unsur narasi dan estetika visual untuk menonjolkan sisi nostalgia pribadi sekaligus kekayaan budaya Kota Semarang, sehingga tidak hanya menjadi luaran akademis tetapi juga kontribusi nyata dalam promosi pariwisata lokal.

Kata Kunci: Pariwisata, Semarang, Film Pendek, Video Promosi, Penelitian dan Pengembangan

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