CHAPTER IV
RESULTS AND DISCUSSION

4.1 Results

The production of "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" was carried out by researchers according to the initial plan, transforming ideas into live action visuals on set. To ensure that every scene was recorded correctly, various departments such as cinematography, art direction, sound, and direction had to work together during this phase. Main filming locations such as *Kota Lama*, Blenduk Church, Spiegel, *Titik Nol KM* Semarang, and Tirang Beach were used to highlight the city's rich history and culture, seamlessly blending the story with its setting. From opening shots showcasing the locations to close-ups of characters personal moments, the researchers carefully selected camera angles and shot types to convey emotional nuances. Researchers adhered to a strict schedule during the filming process to ensure effective results while maintaining artistic value.

During production, the researcher worked closely with the technical team to achieve a balance between narrative flow and cinematic aesthetics. Lighting setups were tailored to match the intended mood of each scene, enhancing both the visual appeal and thematic tone. Actor performances were directed by the researcher to align with the emotional weight of the reunion-themed storyline, often requiring multiple takes to achieve authenticity. The crew adapted dynamically to challenges such as weather conditions and ambient noise, implementing on-site solutions to maintain quality standards. As a result, the production stage successfully brought the film's narrative and visual identity to life, providing a strong foundation for the subsequent post-production process.

4.1.1 Research and Information Collection

At this point, researchers began the project by identifying the main concepts and objectives of a short film about tourism in Semarang. The Researcher point out that

the film's story can effectively convey the main motivation, which stems from the rich combination of natural landscapes, cultural heritage, and the city's historical architecture. The short film genre was chosen because it allows for the delivery of strong visual and narrative elements in a concise yet profound way to audiences from around the world. The researchers also considered new trends in destination marketing through creative media, where films can influence travel decisions by triggering emotions and curiosity. The project journey is based on visual possibilities and cultural value.

The filming locations were chosen based on their symbolic and visual value to represent the city's identity. The researchers selected the main destinations to be featured: *Kota Lama*, Blenduk Church, Spiegel, *Titik 0 KM* Semarang, and Tirang Beach. Blenduk Church adds architectural and religious depth to *Kota Lama*, which has well-preserved colonial buildings that give it a strong historical atmosphere. In terms of heritage, Spiegel showcases the city's contemporary creative culture, and *Titik Nol KM* Semarang marks the city center landmark. Tirang Beach was built to highlight the beauty of Semarang's coastline and provide a striking contrast to the urban heritage sites. These destinations create diverse and visually appealing routes.

Researchers strategically selected these locations for their accessibility, narrative cohesion, and ability to represent various aspects of Semarang tourism. These locations also have visual appeal. The route naturally flows from the historical charm of *Kota Lama* to the religious and cultural symbolism of Blenduk Church, the creative excitement of Spiegel, and the geographical center of *Titik Nol KM* Semarang, before ending at the tranquil Tirang Beach. Each location in the film evokes a different emotional tone, ranging from nostalgia to joy and peace. By combining these elements, researchers aim to create a narrative that is not only entertaining but also subtly promotes Semarang as a destination with numerous benefits. This approach ensures the short film appeals to both recreational viewers and cultural heritage enthusiasts.

During the research process, the researcher also examined previous works that share similar objectives in using short films as a promotional tool for tourism. The

research conducted by Alfito Dhiyu Priawan, Yetman Erwadi, Edy Safrizal, and Adif Akram (2024) in The Production of the Short Film "*Balik Kampung*" as a Medium for Promoting and Introducing Tourism in Bengkulu served as a key reference. Their work demonstrates how storytelling and visual composition can effectively highlight the cultural and natural attractions of a specific region. The researcher drew inspiration from the way Balik Kampung integrated local traditions, scenic locations, and narrative flow to create a compelling tourism message. This reference influenced the researcher's approach in "Whispers of Semarang:A Reunion Tale Set in Semarang's Soul", particularly in structuring the storyline and selecting visually engaging destinations that represent the city's identity. By adapting these strategies, the researcher aimed to produce a short film that is both artistically captivating and impactful in promoting tourism.

4.1.2 Planning

Before filming started, the entire idea, timeline, and production tactics for Whispers of Semarang were decided during the planning stage, which is equivalent to the pre-production phase. In order to find the best method for turning the tale into a movie, the researcher worked closely with the production team on this project. In order to guarantee that the movie would visually and narratively deliver the desired message, this phase involved thorough talks on scene breakdowns, location reconnaissance, and technological needs. The filming schedule was carefully adjusted to accommodate the cast's availability and the best lighting conditions at each site. By means of this meticulous planning, the researcher sought to establish a smooth workflow that would complement the film's aesthetic and emotional objectives.

A brief overview of the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" reveals that it tells the story of four close friends who reunite in Semarang after years apart, revisiting the places that shaped their university days. Along the way, they pass famous sites, nostalgic coffee shops, and picturesque locations that used to be the setting for their early years. Moments of laughter,

introspection, and sincere discussion surface as they walk back their steps, encapsulating the city's beauty and the ties that bind people together. The word "Whispers" means echo, so that Semarang will always be a place not just as a living, but as a "soul" for each and every individual to living. A film that is as much about human connection as it is about tourism, the story combines personal tales with the allure of Semarang's historical and cultural setting. The researcher will describe the precise roles and duties played during the production and post-production phases in the sections that follow.

4.1.3 Developing Preliminary Form of Product

The third stage in the Research and Development method is the core stage of producing the short film. After completing the planning or pre-production phase, the researcher moved on to the production and post-production processes. At this stage, all ideas and concepts were transformed into visual and audio materials through filming and editing. The researcher then explained the detailed process of film creation and editing to ensure the product aligned with the initial objectives.

4.1.3.1 Production

The production process of "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" was carried out by following the pre-production planning that had been prepared in detail through the storyboard. The researcher, as the director ensured that every technical and artistic aspect was executed effectively and efficiently. The shooting was conducted using the Sony A6700 camera, Sony A7II camera, Gopro Hero 8 Black camera, also supported by Saramonic Blink 500 microphone to enhance audio clarity and Gimbal DJI RS3 and Monopod Bilico BL3957M stabilizer to enhance image stability. Each location was chosen not only for its visual strength but also for its historical and emotional resonance with the storyline. The production aimed to highlight the city of Semarang through the lens of nostalgia, friendship, and tourism promotion, while still maintaining cinematic quality and strong narrative flow.

Figure 4.1 Blenduk Church

The first location featured was Blenduk chruch, an iconic landmark in *Kota Lama* Semarang. The production focused on the exterior side of the church, capturing its Neo-Classical architecture with the distinctive dome as the central visual element. The camera movements included wide shots to establish the building's grandeur and closer shots to emphasize the interaction of the characters in front of the church. Through dialogue and reflective moments, the cast expressed the symbolic meaning of Blenduk as a witness of their shared memories. This location was designed to represent the characters emotional reconnection with their past.

In this scene, each talent was individually captured through close-up shots that highlighted their facial expressions. These individual shots were layered with a poetic voice over narration, written in a reflective tone to deepen the emotional resonance of the film. The voice over served as a bridge between the characters internal emotions and the historical weight of the location, making the scene feel intimate and timeless. The combination of visual focus on the talents and the lyrical voice over created a contemplative mood, allowing the audience to feel both the grandeur of the church and the fragility of human memory. This stylistic choice was deliberately made by the researcher to emphasize that every friend carries their own story and reflection when returning to a place filled with memories.

Figure 4.2 Kota Lama's Street

The second shooting area was *Kota Lama* Semarang, where the four friends strolled along its historic streets. The production captured the cobblestone paths, colonial-era buildings, and hidden alleys that symbolize the city's timeless character. Dynamic camera tracking was used to follow the cast as they walked and interacted casually, creating a natural flow of conversation and laughter. Close-up shots were employed to emphasize their expressions of nostalgia and excitement. The researcher positioned the camera at various creative angles to make the visual composition both aesthetic and authentic with street ambience. *Kota Lama* scenes were essential to highlight how the environment itself holds stories of the past.

Figure 4.3 Spiegel

The third major location was Spiegel Bar and Bistro, a colonial-era building turned restaurant. This setting allowed the narrative to shift from playful nostalgia to more personal and emotional reflection. Inside Spiegel, the lighting was carefully adjusted to capture the cozy, warm tones of the café's interior. The production emphasized intimate conversations, particularly Rani's reflective dialogue about her past struggles during her student years in Semarang. Medium close-up shots and slow camera movements were used to draw attention to the characters' emotions. The café's unique interior details, such as its large windows and antique furniture, were highlighted to complement the mood of the scene. Spiegel served as a bridge between external memories of the city and internal memories of the self.

Figure 4.4 Titik 0 KM Semarang

Next, the film featured *Titik 0 Kilometer* Semarang, a landmark that symbolizes both a literal and metaphorical new beginning. The production showcased the monument and its surroundings using top-view shots and handheld candid footage of the cast engaging in playful photo sessions. The researcher captured spontaneous laughter, jumping poses, and candid expressions to portray the youthful energy of the reunion. This location also included reflective dialogue that connected the symbolic meaning of "zero point" to the characters sense of restarting their journey together. The natural golden hour lighting around this area was utilized to enhance the warm,

reflective tone of the narrative. The bustling traffic and honking sounds nearby were balanced carefully in post-production to ensure the dialogue remained clear without losing the authentic city ambiance.

Figure 4.5 Tirang Beach

The final location was Tirang Beach, chosen to capture the sunset as a poetic closing for the short film. Wide silhouette shots of the four friends sitting together and facing the sea were used to emphasize unity and closure. The sound of crashing waves and soft background music blended with reflective dialogues, creating a contemplative atmosphere. Close-up shots highlighted each character's emotions, particularly their expressions of peace and reconciliation with the past. The researcher used a low-angle frame to capture the sky's changing colors, symbolizing transition and growth. The beach setting also provided a strong metaphor for timelessness, where the sea remains the same but the people observing it continue to change. Tirang Beach served as the final emotional anchor of the film, reinforcing the theme that Semarang is not just a place, but a home that always welcomes back its people.

In addition, before the closing sequence, the four friends were shown running freely along the shoreline, laughing and enjoying the moment together. This dynamic movement symbolized liberation, joy, and the rediscovery of their youthful spirit in the very city that shaped them. The scene was accompanied by a poetic voice-over

narration that emphasized the beauty of cherishing simple moments and the inevitability of time passing. The combination of physical energy and lyrical voice over created a contrast that enriched the emotional layers of the film, preparing the audience for a heartfelt conclusion. This stylistic choice was deliberately made by the researcher to emphasize that every friend carries their own story and reflection when returning to a place filled with memories.

Researchers had to focus on a number of factors during the production process in order to make the short film flawless, such as the camera angle, shot kinds, and camera equipment, have to be considered by the researchers. The researchers used Sony A6700 camera, Sony A7II camera, Gopro Hero 8 Black camera for this project since it has sophisticated features and high-quality video capabilities that made it possible to capture beautiful images. To improve camera steadiness and clearness, the researcher using extra lens, including Sony 28mm F 2.0, Meike 50mm F 1.8, and Sony 18-105 f 4.0. The researchers provide the following explanations for several aspects:

1. Camera Angle
    a. Eye Level

    At the eye level angle, the camera was positioned parallel to the actors eyes to create a neutral and natural perspective, as if the audience were directly part of the conversation. In this short film, this technique was used during dialogue scenes between the four friends in Spiegel. The purpose of using this angle was to emphasize sincerity and authenticity.

Figure 4.6 Eye Level Angle

b. High Angle

At the high angle shot, the camera was positioned above the subjects, facing downward to capture them from a higher perspective. In Whispers of Semarang, this technique was applied during group scenes, such as when the friends gathered to take pictures together. The purpose of using this angle was to create a sense of intimacy within the surrounding environment. By showing the talents from above, the researcher aimed to highlight their bond and shared nostalgia while subtly connecting them to the broader context of Semarang's landmarks.

Figure 4.7 High Angle

c. Low Angle

The low-angle shot was applied when capturing the exterior of Blenduk church, By positioning the camera from below, facing upward, the church appeared more majestic and dominant against the backdrop of the sky. This perspective not only highlighted the architectural details, such as the domes and towers, but also created a sense of awe that strengthened the emotional atmosphere of the film. The intention of this making the setting feel more powerful and monumental in the narrative.

Figure 4.8 Low Angle

d. Frog Eye View

The frog's-eye angle was taken from a very low position close to the ground, usually parallel to it, to capture details from a perspective as if seen by a frog. This technique was applied in the scene showing the footsteps of the characters walking around Blenduk Church. By using this angle, the researcher aimed to highlight the dynamics of movement and symbolize the beginning of their nostalgic journey in Semarang. The perspective emphasizes details often overlooked from higher angles, while also creating a dramatic and immersive impression for the audience.

Figure 4.9 Frog Eye View

e. Over the Shoulder View

　　Over the Shoulder angle was applied by positioning the camera behind the character. In this scene, the shot shows the back of the character's shoulder. This technique creates a sense of intimacy and allows the audience to experience the moment from the character's perspective, as if they are standing right behind them. It also strengthens the narrative by presenting not only the character's point of view but also the emotional context of the scene, giving the viewers a more personal connection to the story. The scene over the shoulder view in the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" shown in the next page.

Figure 4.10 Over the Shoulder View

2. Types of Shots

   a. Extreme Long Shot

   An extreme long shot was taken from a far distance, making the subject appear very small within the frame while the background and surroundings dominated the view. In the film, the extreme long shot can be seen when the camera captured the wide view *Simpang Lima* Semarang, showing the setting as the main focus.

Figure 4.11 Extreme Long Shot

b. Long Shot

A long shot was used to capture the subject's body in full view from head to toe while still showing the background clearly. This type of shot allowed the audience to see both the character's movement and the surrounding environment in balance. In this scene, the long shot appears at Blenduk church scene. The use of this shot was intended to emphasize the interaction between the characters while at the same time presenting the atmosphere of Semarang as an integral part of the story.
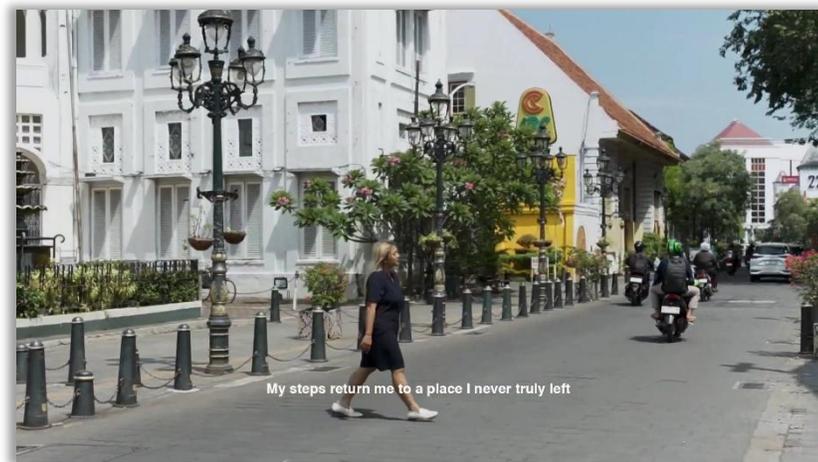
Figure 4.12 Long Shot

c. Medium Long Shot

The Medium Long Shot was typically used to show the subject and its surroundings. The subject was filmed with some backdrop visible from around the knees up. The camera was placed at a medium distance from the subject, often at eye level or slightly below, in order to get a medium-long shot. To guarantee stability and mobility, the camera might be placed on a tripod or stabilizer if needed. As seen in the image below, the medium-length shot gave viewers insight into the character's surroundings while also allowing them to observe their body posture and facial emotions.

Figure 4.13 Medium Long Shot

d. Medium Shot

A medium shot was taken to show the subject from the waist up, allowing the audience to focus on both the character's expressions and gestures while still including part of the background. This type of shot is effective for dialogue scenes, as it captures emotional nuance without losing the context of the setting. The sample can be shown on the next page and show how this technique captured.

Figure 4.14 Medium Shot

e. Medium Close-Up

    A medium close-up shot is a filming technique in which the camera captures the subject from around the chest up, focusing on the face and upper body. To take a medium close-up shot, the camera is placed close enough to the subject to allow for precise details of facial expressions and features. Because the character's face and expressions are the main focus, this technique allows the audience to feel emotionally close to the character.
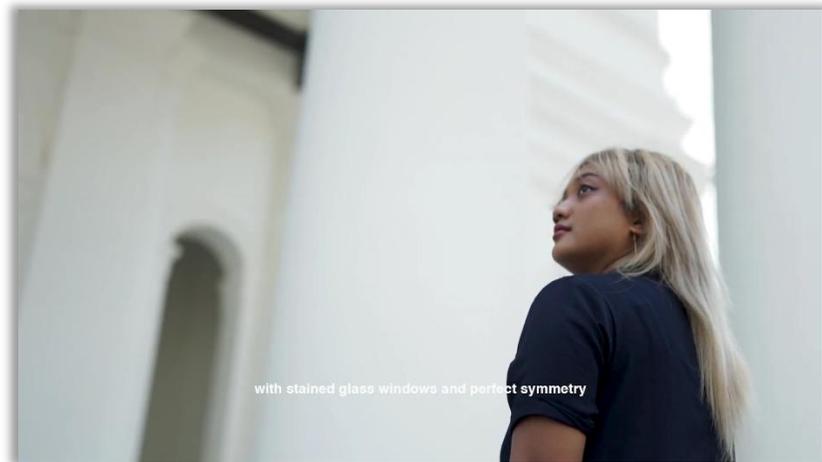
Figure 4.15 Medium Close-Up

f. Close-Up

    A close-up shot is a filming technique in which the camera is very close to the subject, often only a few feet or even inches away from them, allowing the audience to see every detail of their facial expressions, such as wrinkles or sparkling eyes, which may not be visible from a distance. The sample shown in the next page.

Figure 4.16 Close-Up

4.1.3.2 Post-Production

a. Image Editing

The image editing process for the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" was carried out by an editor who was already part of the production team. This approach was chosen to ensure that the editing process aligned perfectly with the director's vision and the overall concept of the film. By utilizing the skills of an in-house team member, communication between the editor and the rest of the crew became more efficient, minimizing potential misunderstandings during the post-production stage. This collaborative workflow allowed the editing process to maintain consistency with the narrative structure and visual style planned during pre-production.

The editing process was conducted on a personal computer using Adobe Premiere Pro 2020 as the primary editing software. This software was selected due to its comprehensive features, reliability, and industry-standard tools, which provided the flexibility to manage multiple layers of video and audio simultaneously. During this stage, unnecessary footage was trimmed, and scenes were arranged based on the finalized storyboard

to ensure smooth transitions and a coherent storyline. Color adjustments, pacing, and rhythm were also refined to enhance the emotional tone of the film. Ultimately, the editing process played a crucial role in shaping this short film into a visually compelling short film that successfully conveyed both its narrative and emotional depth.
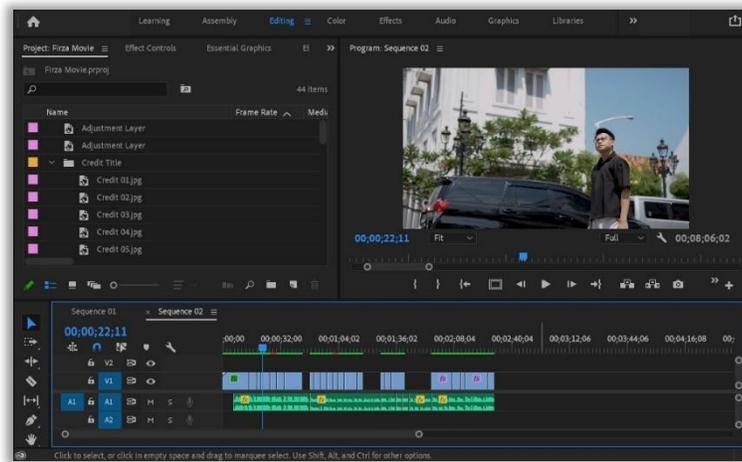

Figure 4.17 Compositing Timeline

b. Creating Sound

In the post-production stage of "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul", creating sound was an essential step to strengthen the film's atmosphere and storytelling. The editor was responsible for arranging the audio tracks, which included cleaning up unnecessary background noise and adjusting the clarity of dialogue. Voice-over narration was also recorded and synchronized with the visuals to guide the audience through the storyline in a more emotional and reflective tone. In some parts, Automated Dialogue Replacement (ADR) was carried out to replace unclear dialogue that had been captured during filming. The overall goal of this process was to ensure that the audio supported the narrative flow while maintaining professional quality. As a result, the sound design

successfully enhanced the cinematic experience and deepened the audience's emotional engagement with the film.
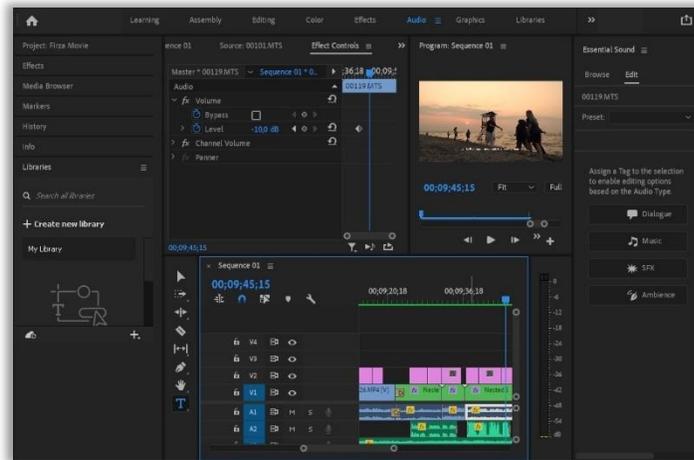

Figure 4.18 Creating Sound

c. Scoring and Securing Music

For the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul", the scoring and securing of music played a vital role in shaping its emotional tone and cinematic quality. The background music was carefully selected to match the nostalgic and dramatic atmosphere of the story. To avoid copyright issues, all soundtrack elements were sourced from licensed, royalty-free platforms, allowing the film to maintain both professionalism and legality. The editor synchronized the chosen tracks with the visual sequences, making sure that transitions between dialogue, narration, and background music were smooth and cohesive. Each track was positioned according to the storyline, enhancing key moments with either tension or emotional release. The scoring process added depth to the narrative, guiding the audience's emotions and reinforcing the film's central theme of memory and reflection.
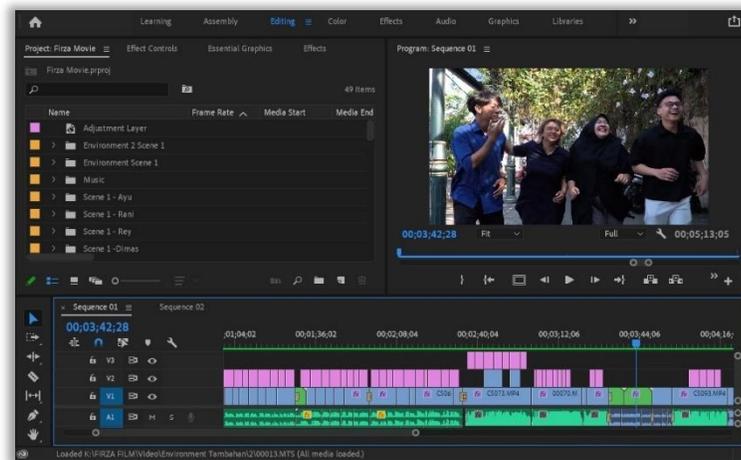
Figure 4.19 Scoring and Securing Music

The sound mixing process in "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" focused on harmonizing dialogue, music, and ambient sounds to create a cohesive audio experience. Each track was adjusted and balanced to ensure that dialogue remained clear while background music and effects supported the emotional tone of the scenes. Noise reduction techniques were applied to minimize unwanted sounds and improve overall clarity. The mixing also emphasized smooth transitions between scenes, avoiding abrupt shifts in audio levels. This stage ensured that the audience could fully immerse themselves in the story without being distracted by technical imperfections.

d. Color Grading

The color grading process in "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" was an essential step to enhance the visual quality of the film. This stage involved adjusting the color tones, brightness, and contrast to create a consistent cinematic look. By refining the footage, the film achieved a balanced atmosphere that matched the emotional tone of the story. The editor used Adobe Premiere Pro 2020 for the color grading and perform manual adjustments for a natural yet dramatic feel. As a result,

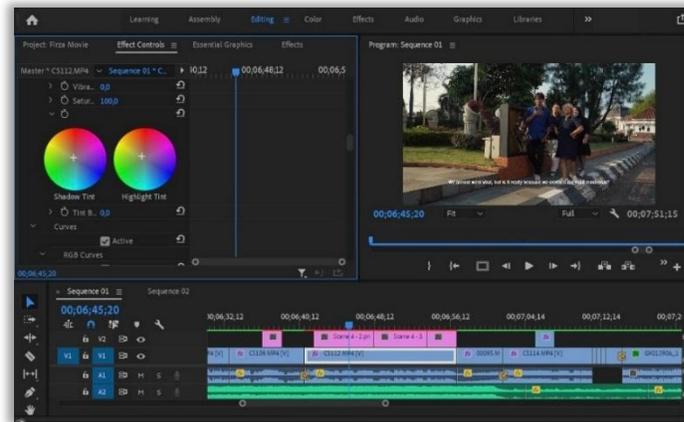the visuals appeared more polished and emotionally engaging for the audience.

Figure 4.20 Color Grading Process

Furthermore, color grading was used to distinguish different moods throughout the film. Warm tones were applied to scenes that reflected nostalgia and intimacy, while cooler tones emphasized moments of distance or conflict. This careful adjustment allowed the audience to connect more deeply with the characters' emotions. The grading process also corrected minor flaws in lighting during production, ensuring a seamless viewing experience. Ultimately, color grading became a key factor in strengthening the storytelling and visual aesthetics of the film.

Figure 4.21 Film Footage Before Color Grading

Figure 4.22 Film Footage After Color Grading

e. Adding Title, Credit, and Graphics

In the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul", the process of adding titles, credits, and graphics was carefully designed to match the film's overall theme and emotional tone. The film title was created using the font The Seasons. This font provided a classic yet modern look that fit the nostalgic and dramatic atmosphere of the story. The title design was made in Canva, as a result, the opening title visually represented the essence of the film and attracted viewers' attention from the very beginning.

Figure 4.23 Film Title

Figure 4.24 Film Title Font

In addition, adding the closing credits featured the names of the cast, crew, and contributors who were involved in the production. Graphics such as transitions and simple text effects were also added to enhance readability and aesthetic appeal. In addition, small graphic elements like location or date indicators were considered but ultimately kept minimal to maintain clarity and professionalism. These steps ensured that the title, credit, and graphics not only provided essential information but also enhanced the film's overall cinematic value.
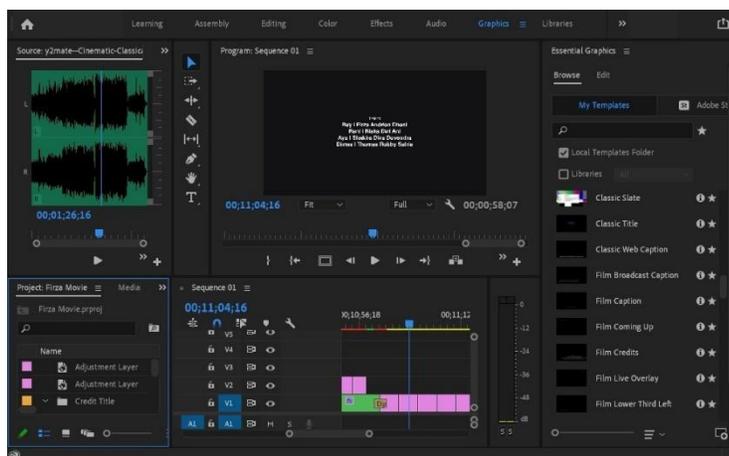

Figure 4.25 Credit Scene Creation

The addition of subtitles is an important part of this stage. The researchers decided to add English subtitles to the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" for compelling reasons and with a clear goal: to reach international audiences who may need assistance in understanding Indonesian. Subtitle will help viewers from various backgrounds understand the content of the film. As stated in the pre-production stage, for the subtitles used DeepL translation and then reviewed them carefully, applying the communicative translation approach to ensure clarity and naturalness of meaning. During the post-production stage, the subtitling process was handed over to the production team to finalize and integrate the subtitles into the film professionally. The picture shown in the next page while editing subtitlie process.

Figure 4.26 Subtitling

f. Advertising

In the advertising stage of "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul", promotional strategy was applied to attract the audience's attention. The reseracher created digital posters, which were shared through social media platforms like Instagram to reach a wider range of viewers. These materials highlighted the film's emotional storyline and visual aesthetics to generate curiosity and anticipation.
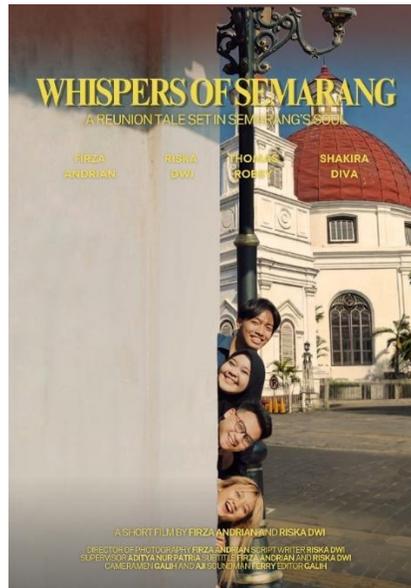
Figure 4.27 Film Poster

4.1.4 Preliminary Field Testing

Preliminary Field Testing was conducted to evaluate the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" before its finalization. In this stage, the edited film was presented to the supervising lecturer for assessment, focusing on content accuracy, subtitle quality, and overall visual presentation. The validation process aimed to ensure that the storyline, language use, and technical aspects aligned with the research objectives. A validation form was provided, offering three options: suitable without revision, suitable with revision, or not suitable. Based on the lecturer's assessment on August 22, 2025, the project was categorized as suitable with revisions according to the rules. Feedback and constructive suggestions from the supervisor were then used as guidance to refine and improve the final version of the short film. This step ensured that the final product met both academic and production standards before its release.

Figure 4.28 Signed Validation Form

4.1.5 Revising Main Product

After the supervisor said that the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" could be accepted with changes in accordance with the rules, the researcher immediately made changes to the following elements. Here are some of the things that need to be changed in the main product:

1. Backsound in Blenduk Church

In the Blenduk Church scene, the initial backsong was found to be too intense and energetic, which did not match the calm and reflective atmosphere of the setting. The supervisor suggested changing the background music to better align with the intended emotional tone of the scene. Following this advice, the backsong was replaced with a slower and softer track. This

adjustment helped create a more harmonious and appropriate mood for the overall narrative.

2. Location Tag

Initially, the short film did not include any location tags to inform the audience of the places visited by the characters. The supervisor recommended adding graphic location tags at every significant site featured in the film. This adjustment was made to help the audience easily recognize each location.

Figure 4.29 Location Tag Before Revision

Figure 4.30 Location Tag After Revision

3. Subtitle revision

In the Blenduk Church scene, the white subtitles were not clearly visible against the church's white background, making them difficult to read. The subtitles were revised by adding a subtle shadow effect, ensuring better contrast and sharper readability. Additionally, another revision was made to improve consistency by capitalizing the first letter of each new subtitle line. These adjustments enhanced both the clarity and professionalism of the film's overall presentation.
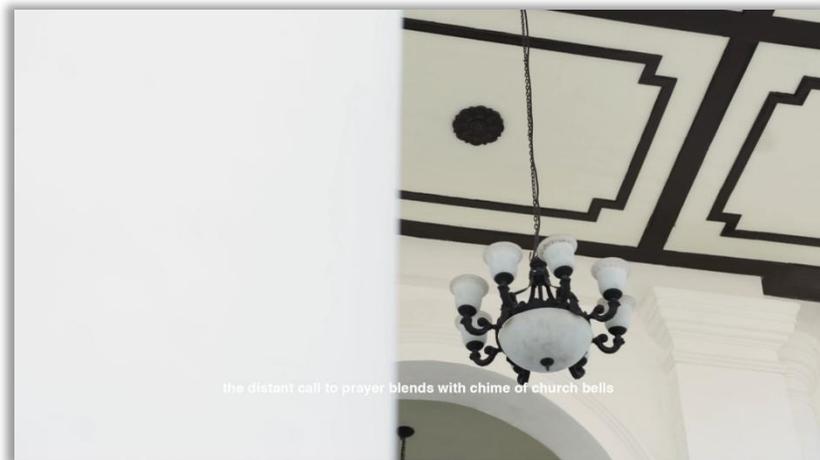

Figure 4.31 Subtitle Before Revision

Figure 4.32 Subtitle After Revision

4. Stranger Blurring

       In the Spiegel scene, a stranger appeared in the camera frame, which distracted the main focus of the shot. Initially, the footage did not include any adjustment to address this issue. Therefore, a revision was made by applying a blur effect to the stranger, so that the audience's attention remained centered on the main characters and strangers privacy.

Figure 4.33 Before Blurring

Figure 4.34 Blurring After Revision

5. Adding University Logo in Credit Scene

   In the credit scene, the revision involved adding the official logo of Diponegoro University as proof that this short film was created as part of a final project requirement. By including the university logo, the film not only acknowledges the academic context of the project but also enhances its credibility.

Figure 4.35 Adding University Logo

6. Adding "Production 2025" Clip

   Another revision made in the credit scene was the addition of the text "Production 2025" as suggested by the supervisor. Initially, this information was not included. Adding this detail is to ensuring the film is properly documented as part of the 2025 final project. The picture show in the next page.
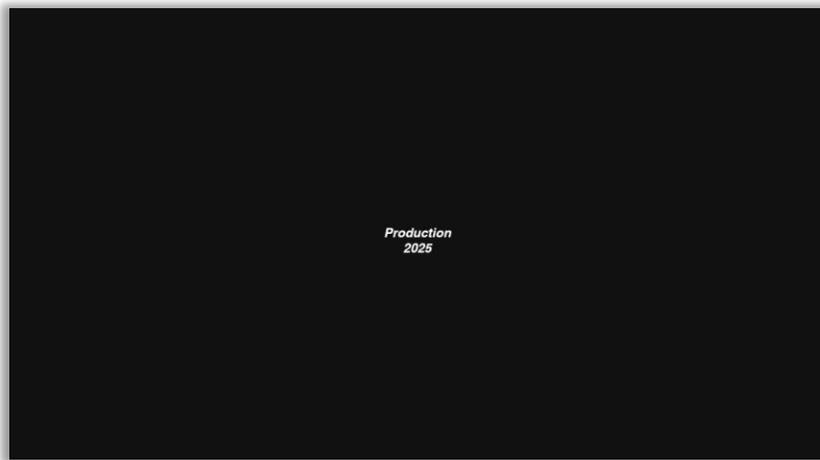
Figure 4.36 Adding "Production 2025" Clip

4.1.6 Operational Field Testing

The operational field testing was carried out to assess the effectiveness and audience reception of the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul." This stage was designed to gather wider feedback beyond the preliminary testing phase. To achieve this, the researcher distributed an online questionnaire through a shareable link, which allowed respondents to access and answer the questions conveniently. A total of 30 respondents participated, consisting of 5 students from the Applied Foreign Languages program, 10 respondents who were Semarang residents, 10 respondents from outside Semarang, 3 representatives from the Semarang Tourism Office, and 2 foreigners. This diverse composition of respondents was intentionally selected to ensure that the evaluation represented various perspectives, including academic, local, and international audiences. The purpose of this stage was to measure aspects such as storyline clarity, destination portrayal, cinematography, sound, and subtitle quality.

Table 4. 1 Audiences Feedback Interval

No	Statements	Average	Interval
1	The storyline of the short film "Whispers of Semarang" is understandable	3.63	Strongly Agree
2	The portrayal and description of the destinations in the short film "Whispers of Semarang" are quite informative	3.50	Strongly Agree
3	Some of the shots inside the short film "Whispers of Semarang" have shown Semarang	3.56	Strongly Agree
4	A short film with 11 mins-duration does not cause boredom.	3.46	Strongly Agree
5	The shot quality in every scene of the short film "Whispers of Semarang" is good.	3.60	Strongly Agree
6	The voices of the short film "Whispers of Semarang" cast are clear and easy to hear.	3.53	Strongly Agree
7	The background sound of the short film "Whispers of Semarang" is interesting and matches the scenes.	3.60	Strongly Agree
8	The subtitle are easy to understand	3.70	Strongly Agree
9	The subtitles match the audio appropriately	3.46	Strongly Agree
10	The subtitles are easy to read and well visible.	3.63	Strongly Agree

The results revealed that the film was received positively in almost all aspects assessed. The storyline clarity of "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" gained an average score of 3.63, indicating that audiences strongly agreed the narrative was easy to follow and understand. This is important because it

shows that the film successfully communicated its main theme and emotional tone without creating confusion for viewers. The portrayal and description of tourist destinations were rated at 3.50, showing that the film was considered informative enough to introduce Semarang's iconic sites. Furthermore, several shots inside the film that depicted Semarang were rated at 3.56, suggesting that the film's cinematography effectively showcased the city's atmosphere. The duration of 11 minutes received a score of 3.46, reflecting that the pacing of the film was adequate and did not cause boredom for the audience. This result demonstrates that the film managed to maintain engagement despite being relatively short in format. In terms of technical aspects, several components also showed strong audience approval. The shot quality in every scene was rated 3.60, proving that the visuals were clear and aesthetically pleasing. Meanwhile, the clarity of the cast's voices obtained an average score of 3.53, meaning that dialogue delivery was generally audible and understandable, even though minor improvements could still be considered in future productions. The background sound, which was carefully selected to support the mood of each scene, received a score of 3.60, showing that the film managed to create an immersive atmosphere that matched the visuals. These results indicate that both the visual and audio components worked together harmoniously, contributing to the overall effectiveness of the film. Subtitling, which was an essential element for accessibility, also gained positive responses from the respondents. The subtitles were rated as easy to understand with the highest score of 3.70, highlighting their role in bridging language barriers for foreign and non-local audiences. Subtitles were also considered to appropriately match the audio, with a score of 3.46, ensuring synchronization between spoken dialogue and written text. Moreover, respondents found the subtitles easy to read and visible, with an average score of 3.63.

However, during feedback, it was noted that in certain bright-background scenes, such as in Blenduk Church, the white subtitles were less clear. This issue was later addressed by revising the subtitles with added shadow effects, which significantly enhanced visibility and readability. Additionally, the capitalization of the first word in each subtitle line was applied to improve consistency and clarity. These revisions

proved effective in ensuring that the subtitles supported rather than distracted from the viewing experience.

Overall, the operational field testing results confirmed that "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" met the expectations of different audience groups, including academic students, local communities, tourism officials, and international viewers. The positive reception across storyline, technical execution, and accessibility aspects indicated that the short film was successful both as a creative project and as a medium to promote cultural tourism in Semarang. The involvement of the Semarang Tourism Office representatives further validated the relevance of this film in supporting local heritage and tourism campaigns. With strong approval from the respondents, the film is considered ready for dissemination through online platforms, serving as both an academic research output and a practical contribution to the promotion of Semarang's cultural and historical identity.

4.1.7 Disseminating and Implementing

After the revisions and field trials were completed, it was time to enter the final stage distribution and implementation. In September 12th, 2025, researchers uploaded the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" to the Applied Foreign Languages Study Program's YouTube channel. Additionally, researchers used Instagram Stories to promote the short film with the aim of making it easily discoverable and widely accessible, thereby increasing awareness and visitor numbers to Semarang's tourist destinations. It would be even better if this film could inspire more researchers and young people to create something new and develop Semarang's tourism using technology.

4.2 Discussion

The decision to choose Semarang as the setting for "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" was grounded in its rich cultural and historical value. As one of Indonesia's important port cities, Semarang offers a unique blend of

colonial heritage and modern urban life that resonates with themes of memory and nostalgia. Iconic landmarks such as Blenduk Church, *Kota Lama*, Spiegel, Titik Nol KM, and Tirang Beach serve not only as tourist attractions but also as symbolic spaces filled with meaning. This background makes Semarang the ideal canvas to tell a reunion story that connects the past with the present. Thus, the city was not merely chosen for its visual appeal, but for its narrative potential to embody memory, heritage, and emotion (Nugroho, 2019b).

The short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" tells the story of a reunion between four close friends who once lived in the city. This reunion story was deliberately chosen to show how personal memories are connected to the culture of the city. During their journey, the characters revisit familiar places, evoking feelings that combine impressions of the past and memories. Nostalgia has been proven to foster emotional bonds with destinations and enhance tourism promotion, making this concept useful (Hudson & Ritchie, 2009). This film transforms Semarang into more than just a backdrop; it becomes a character that speaks to the audience through memories and emotions by combining personal narratives with cultural representations.

Short films are the medium of choice because they convey messages concisely and emotionally. In the digital age, audiences tend to prefer content that is short, visually appealing, and easy to share across various platforms. Previous studies have shown that short films can combine storytelling with destination branding to boost tourism (Priawan et al., 2024). For this reason, short films are the best way to promote Semarang. This film uses cinematic narration to attract attention and inspire visits, rather than using conventional promotional brochures or static visuals. Therefore, this format choice achieves promotional goals in a strategic and artistic manner.

"Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" was also inspired by previous works, particularly the short film "*Jalan Nostalgia*," produced by the Applied Foreign Languages Program at SV Undip (2024). Like "*Jalan Nostalgia*," the film depicts several tourist attractions in a simple and appealing manner. However,

a stronger emotional layer is added to "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" by incorporating a story within a reunion story. Although both films use short films as a tool to promote culture, their narrative styles differ one focuses on direct information, while the other emphasizes emotion. This relationship shows how local filmmaking programs can significantly influence tourism promotion plans.

The pre-production, production, and post-production stages are part of the production process for "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul". As the director and actor, the researcher concentrated on these stages. During filming, the production team provided essential equipment such as cameras, microphones, and stabilizers. This equipment ensures technical quality. In the post-production phase, Adobe Premiere Pro 2020 is used to edit the translated text, adjust the colors, and add background music. The researcher produces a neat and high-quality final product by balancing creative strategies with technical actions, as demonstrated by these stages.

The short film was distributed through the Applied Foreign Languages Study Program's YouTube channel after completion. YouTube allows local and international audiences to interact with the film due to its global reach. The film was promoted through Instagram in addition to YouTube to reach a wider audience. The film also shows how academic projects can help achieve tangible results. Its impact extends beyond the university, even though it is primarily a final project to fulfill academic requirements. The film supports local tourism efforts and broader cultural preservation efforts by promoting Semarang through narrative-focused media. The film also helps shape Semarang's new identity as a tourist destination that leaves memories and reunions by portraying it as a city of memories.

"Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" depicts a combination of education, cultural preservation, and tourism promotion. Semarang was chosen for its cultural richness, while the medium of short film was chosen for its ability to convey a concise but emotional narrative. Based on previous work and supported by research, this film shows how storytelling can transform tourism

promotion into a meaningful cultural experience. Through its narrative of reunion and memories, the film not only meets academic standards but also creates an image of the city as an emotionally rich tourist destination. Several respondents expressed that "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul" is highly emotional and successfully captures the essence of Semarang. They highlighted that the film's narrative and visuals effectively represent the city's cultural atmosphere, making viewers feel a deep emotional connection to the place.