

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

The research and production of the short film “Whispers of Semarang: A Reunion Tale Set in Semarang’s Soul” aims to show how audiovisual media can serve as an effective tool for fulfilling academic objectives while promoting tourism. Semarang boasts many fascinating historical and cultural identities, with key destinations such as *Kota Lama*, Blenduk Church, Spiegel, Titik Nol KM Semarang, and Tirang Beach. The film uses the storyline of four friends reuniting after college to combine elements of nostalgia with cultural heritage, making the story engaging and relatable. Each stage of the process, from pre-production to post-production, was carried out systematically and in accordance with the project's objectives using research and development (R&D) methods by Borg & Gall (1983). In addition, the results of operational field tests showed that the film was well received in terms of storyline, cinematography, sound quality, and subtitles. Thus, the project with the duration 11 minutes 23 seconds is not only delivered a strong academic contribution but also provided practical value for the tourism sector in Semarang.

In addition, the short film was distributed through digital platforms such as YouTube to attract local and international audiences. This promotional strategy is in line with contemporary promotional approaches that emphasize the importance of digital narratives in tourism promotion. The film attracted the attention of various groups, as evidenced by the participants from various backgrounds, such as Applied Foreign Language students, Semarang residents, outsiders, representatives from the Tourism Office, and foreigners. Furthermore, the dual role of researchers as directors and actors demonstrates their professional involvement in both the technical and creative aspects of the project. This short film shows that research can contribute to cultural preservation and tourism development while producing creative narratives.

Thus, “Whispers of Semarang” is not only a final project but also an inspiring cultural product that portrays Semarang as a city of memories and reunions.

5.2 Suggestions

The results of this research and production recommend that future projects should explore various tourist destinations in Semarang to showcase the city's overall cultural richness. The use of more sophisticated recording devices, such as drones or high-resolution cameras, can improve visual quality. It is also recommended to collaborate with local tourism offices and stakeholders to increase the credibility and reach of promotions. Films can reach a wider audience by providing subtitles in multiple languages. Finally, further studies on audience reception will help determine how effective short films are as a long-term tourism promotion tool.