

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



**FINAL PROJECT**

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

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**2025**

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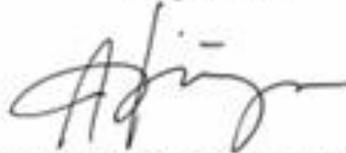
A FINAL ASSIGNMENT  
DESIGNING A SHORT FILM ABOUT TOURISM  
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This study has been examined and is acceptance for impartial fulfilment of the requirement for the degree of Applied Foreign Languages of Vocational College Diponegoro University

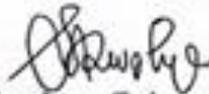
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## **ABSTRACT**

The purpose of this research is to create and produce a short film called "Whispers of Semarang : A Reunion Tale in Semarang's Soul: A Reunion Tale Set in Semarang's Soul" in order to promote Semarang tourism. After their undergraduate years, four close friends reunite in Semarang, where they tour famous locations as Blenduk Church, *Kota Lama*, Spiegel, *Titik Nol KM*, and Tirang Beach. Planning, shooting, editing, sound design, and final edits are among the production and post-production phases that are the main focus of the study, which employs the Research and Development (R&D) technique. The finished film, which is about eleven minutes long, was posted to YouTube in order to spread the word. According to the findings, the short video effectively blends narrative and artistic elements to showcase Semarang's cultural diversity and personal reminiscence, making it both an academic product and a means of promoting local travel.

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

## ABSTRAK

Tujuan penelitian ini adalah untuk menciptakan dan memproduksi sebuah film pendek berjudul “Whispers of Semarang: A Reunion Tale in Semarang’s Soul: A Reunion Tale Set in Semarang’s Soul” guna mempromosikan pariwisata Semarang. Setelah menyelesaikan studi sarjana, empat sahabat dekat berkumpul kembali di Semarang, di mana mereka mengunjungi lokasi-lokasi terkenal seperti Gereja Blenduk, *Kota Lama*, *Spiegel*, *Titik Nol KM*, dan Pantai Tirang. Perencanaan, pengambilan gambar, penyuntingan, desain suara, dan penyuntingan akhir merupakan fase produksi dan pasca-produksi yang menjadi fokus utama penelitian ini, yang menggunakan teknik Penelitian dan Pengembangan (R&D). Film selesai berdurasi sekitar sebelas menit diunggah ke YouTube untuk menyebarkan informasi. Berdasarkan temuan, video pendek ini secara efektif menggabungkan unsur naratif dan artistik untuk menampilkan keragaman budaya Semarang dan kenangan pribadi, menjadikannya baik sebagai produk akademik maupun sarana promosi pariwisata lokal.

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

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