CHAPTER III
RESEARCH AND METHOD

3.1 Research Approach

A systematic process used to collect and analyze data is used in research to examine, evaluate, and find ways to solve specific problems. For this project, the research approach is to create audiovisual works to promote Semarang as a tourist destination for domestic and international tourists. Research and Development (R&D) strategies help researchers connect theoretical ideas with practical solutions. This research and development (R&D) method is applied in accordance with the procedures outlined by Borg and Gall. They emphasize that R&D is very beneficial in the creation and improvement of promotional or instructional materials (Borg & Gall, 1983). Short videos that are scientifically valid and imaginatively appealing are created using this rigorous methodology.

The goal of development research is to produce relevant and useful products while meeting the needs and preferences of the target market. To improve the end result, this research and development process involves various stages of planning, testing, evaluation, and adjustment. This systematic method enables researchers to provide effective and appropriate data-driven solutions for real-world applications, Okpatrioka (2023). Each step in this research process is carried out meticulously to ensure the quality of the short film and its effectiveness as a marketing tool. As a result, this research and development method offers an easy-to-use approach for creating a final product that can promote Grand Maerakaca to a wider audience.

3.2 Research and Development (R&D) Method

The research and development technique is a methodical process that involves a number of organized processes to generate a new program or product. This thorough process involves extensive research, which forms the basis for further product development and guarantees that the innovations produced have enough data to address a need or opportunity. Through meticulous planning, analysis, and iterative testing,

research and development (R&D) processes help create high-quality, market-ready products that satisfy stakeholder and consumer needs.
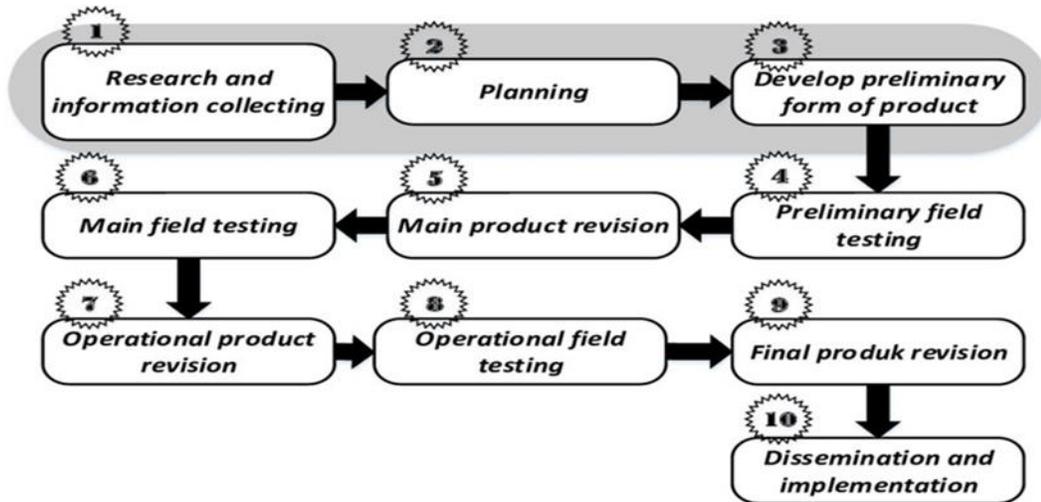

Figure 3. 1 Research and Developing Borg and Gall (1983)

According to Borg and Gall, the Research and Development (R&D) method involves a ten-step process designed to systematically guide the creation and refinement of a product, as follows:

1. **Research and Information Collecting**

At this early stage, it is important to thoroughly collect and analyze data to determine needs, review relevant literature, and identify problems that require the creation of new products. Theoretical insights and empirical evidence are often obtained through methods such as surveys, interviews, and document analysis. The results provide a solid foundation for identifying the source of the problem and guiding the development process. The product meets theoretical and practical needs by ensuring a process based on accurate and relevant information.

2. **Planning**

Developing a comprehensive framework for product development includes the planning stage, which covers setting objectives, defining product features, determining strategies, and setting schedules and resource allocations. Careful planning ensures that

the proposed design meets user expectations and findings from the research stage. Good planning also minimizes risk and provides a clear path for development.

3. Develop Preliminary Form of Product

Developing a comprehensive framework for product development includes the planning stage, which covers setting objectives, defining product features, determining strategies, and setting schedules and resource allocations. Careful planning ensures that the proposed design meets user expectations and findings from the research stage. Good planning also minimizes risk and provides a clear path for development.

4. Preliminary Field Testing

Limited field testing of the initial product involves a small group of consumers. The main objectives are to assess its functionality, identify weaknesses, and evaluate whether the objectives have been achieved. At this stage, the data collected is analyzed to improve the product and address any shortcomings. This stage is crucial to ensure that the product can be used more widely in a more reliable form.

5. Main Product Revision

The product is modified to improve its overall quality based on the results of initial testing. Changes may include modifications to content, structure, interface, or usability in accordance with expert advice and user feedback. The goal of this stage is to improve product performance and ensure that the product better meets the expectations of its target users.

6. Main Field Testing

After the product undergoes changes, large-scale field testing is conducted. This stage involves applying the product in a broader environment to evaluate its performance with a wider group of users. The goal is to ensure that the product consistently achieves the desired results and how well it performs in the real world. At this stage, information is gathered to assess usability, effectiveness, and user satisfaction through observation, surveys, or interviews. The more diverse and representative comments received allow for a deeper understanding of the product's strengths and weaknesses. This step also helps to identify issues that were overlooked

in the initial field tests. Next, the collected data is used to plan additional improvements and adjustments. Main field testing is essential to ensure that the product is suitable before it is manufactured and distributed.

7. Operational Product Revision

After the main field test is complete, any issues or obstacles that may arise during wider adoption will be resolved. This stage aims to further refine the product to meet user expectations and practical demands. Feedback from large-scale trials is thoroughly analyzed to identify shortcomings. Revisions may include technical performance improvements, changes to content, or changes to design elements that make it easier to use. To ensure that the final product meets requirements, these changes are made with quantitative and qualitative data. To ensure that the product works well in the real and theoretical world, this stage is very important. This improves the quality of the product and makes it ready for use by others.

8. Operational Field Testing

At this stage, product implementation is evaluated to determine how well the product functions in the intended environment and how it impacts the target audience after the necessary changes have been made. The effectiveness, usability, and acceptance of the product are assessed through testing in a real operating environment. This stage helps determine whether the product can be used effectively and regularly outside of a controlled testing environment. Feedback at this stage is critical to ensuring the product is ready for general use. Before the product is fully distributed, some changes are necessary to ensure its quality.

9. Final Product Revision

Before the product is launched to the public, final changes are made to resolve any remaining issues. This phase involves a thorough examination of the product's technical performance, design, and content. Data from operational field trials is carefully considered before making final changes. The main goal is to ensure that the product meets quality standards and functions properly when used. Once completed,

the product is ready to be distributed to a wider market with a guarantee of its reliability and effectiveness.

10. Dissemination and Implementation

The final phase involves disseminating the research findings and created products to the wider population. Publications in scientific journals, seminars, and talks at scientific forums are how this is accomplished. The purpose of dissemination is to educate policymakers, practitioners, educators, and stakeholders about the advantages of the product. Dissemination promotes the items' broader adoption and use by disseminating knowledge about them and their benefits. The next step is implementation, in which the product is used for its intended purpose in actual environments. In order to guarantee seamless adoption and efficacy, appropriate help and direction are frequently given. This last phase signifies the change from development to real-world implementation, enhancing sustainability and wider impact.

But just eight of the ten steps have been carried out by the researcher. The following has been done by the researcher:
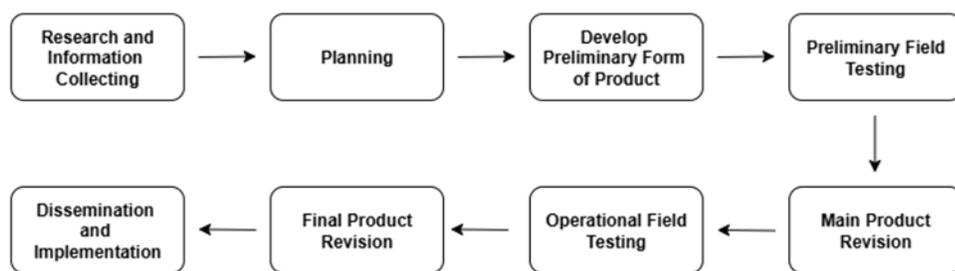

Figure 3. 2 Borg and Gall 1983

This study did not follow all ten steps of the Borg and Gall Research and Development (R&D) paradigm. Specifically, neither the Operational Field Testing nor the Main Field Testing stages were completed. These two processes require

considerable execution, which includes additional effort, collaboration with several organizations, and a greater number of respondents in order to use the generated product in real-life circumstances. These requirements surpass the constraints of the schedule, materials, and scope of this undergraduate final project. Beginning with research and information gathering, the first eight processes include planning, developing a preliminary product form, doing preliminary field testing, revising the primary product, conducting operational field testing, revising the final product, disseminating the results, and putting the plan into action. These processes are believed to be sufficient to achieve the study's objectives and ensure that the short film output is systematically produced, reviewed, and validated at a more manageable yet academic level.

1. Research and Information Collecting

This stage involved a literature review, observations, interviews, and questionnaires to obtain the data and information required to understand the research problem. The process began with the collection of information regarding selected tourist attractions, namely Blenduk Church, *Kota Lama*, Spiegel, *Titik Nol Kilometer* Semarang, and Tirang Beach. Surveys and interviews were conducted with visitors and stakeholders, while existing promotional materials and current brand positioning were reviewed and compared with competitors' branding strategies in the tourism industry. By combining these various approaches, the researcher ensured that the collected data were both comprehensive and relevant to the context of emotional-based tourism promotion.

- **Observation**

One of the main methods of qualitative data collection is observation; this involves systematic observation and recording of activities, interactions, and conditions to understand the natural context of the phenomenon being studied. This method allows researchers to gain deeper insights through direct interaction with their research environment. Observation, as mentioned by Cahyadi and Tangsi (2020), allows for the

collection of visual and environmental details that are often overlooked when conducting interviews or surveys.

This study conducted observations at several interesting places in Semarang, such as Blenduk Church, *Kota Lama*, Spiegel, *Titik Nol KM*, and Tirang Beach. During these visits, you had the opportunity to study the architecture, layout, visitor behavior, and general atmosphere at each location. Sources from the location management team assisted in this process by providing contextual information and clarification when needed.Field notes, photographs, and environmental cues were documented to strengthen the analysis. This method allowed the researcher to understand each site not only as a physical location but also as a potential emotional touchpoint for tourists, while also providing firsthand evidence of how tourism experiences are created and perceived on-site.

- **Survey**

By conducting field visits, researchers can further review research locations and assess the technical and aesthetic potential of each location. Researchers consider many environmental factors to find locations that are visually appealing and suitable for filming. Specialization is given to specific features that can enhance the video story, such as building design, beautiful natural scenery, and cultural elements. In addition to aesthetic value, practical considerations in production are also taken into account during the survey process. This includes evaluating the lighting of the area during the day, possible sources of noise, and environmental factors such as wind, cleanliness, and activity levels. These details are essential for knowing what to expect during filming and ensuring that production runs smoothly. Beyond helping to gather contextual and spatial data, this survey is the first step toward efficient audiovisual recording. A similar survey-based method was used for the short film project *Balik Kampung*. Strategic locations were selected based on technical feasibility and aesthetic appeal (Priawan et al., 2024).

- **Documentation**

Documentation techniques can be used to collect, compile, and store data in visual and audiovisual media, such as images, sound recordings, and video recordings. This method aims to enhance research by providing concrete evidence about the environment or events being studied. This method allows researchers to record images and contextual situations in real time, which can be used as references for future research.

Images and videos from a few Semarang tourist destinations were gathered for this study using documentation, which subsequently helped with the creation of promotional content. All visual information was captured during in-person visits and was used as production materials as well as research proof. To guarantee authenticity and correctness in the representation of places, this method is frequently employed in the creation of tourism-related media. In order to improve the project's emotional and visual depth, the makers of the short film *Jalan Nostalgia* used a similar documentation technique, collecting original video from significant sites (Applied Foreign Languages SV Undip, 2024).

2. Planning

At the planning stage, determining research objectives and creating an action plan is crucial. This includes methodology, research design, sampling strategies, and data analysis methods. At this stage, developing a comprehensive plan for the short film is also an important part. A well-organized workflow is made possible by careful planning in media production, as emphasized by Cleve (2017b). In addition, this reduces the possibility of errors or misunderstandings during the development process. To ensure that the film has clear and measurable objectives, this phase is necessary. These objectives must be in line with the research focus and expected results. Planning also includes organizing and adjusting the content to be produced, creating a detailed project schedule, creating a budget, and properly allocating resources. At this point, the production team is also formed. It usually consists of a screenwriter, director, cinematographer, and supporting technical staff.

3. Develop Preliminary Form of Product

At this point, an early version or small-scale prototype of the product is created to obtain initial feedback and determine which aspects need improvement. In the case of short films, this process begins with sharing ideas to create a consistent narrative, which is then transformed into a detailed script and structured visual storyboard. The initial idea is then developed to determine the visual orientation of the film, which involves considering design elements such as set layout, props, and costumes. Before the shooting process begins, this phase also involves preparing technical resources and ensuring that all production requirements are well prepared.

4. Preliminary Field Testing

For prototype testing, small-scale field tests are used to obtain initial feedback and determine areas that require development. At this stage, preliminary field tests are conducted on a small scale with the involvement of people. At this stage, researchers evaluate the validity of short videos created with the help of media and content specialists. The professionals concerned act as advisors during this research and development phase. In three validation stages, media and content specialists evaluate the appropriateness of the language, material, and content aspects, as well as the appearance and presentation of the short film titled "Whispers of Semarang : A Reunion Tale in Semarang's Soul." The advisors can then provide relevant information about the topics discussed in the video. The following table shows the testing table for media and content specialists.

Table 3. 1 Expertise Criteria

Field of Expertise	Criteria	Subject
Material Expert	Material and linguisctic aspects	Aditya Nur Patria, S.Hum. M.App.Ling
Media Expert	Short film display	Aditya Nur Patria, S.Hum. M.App.Ling

Figure 3. 3 Validation Form

5. Main Product Revision

The results of the initial testing phase should recommend significant revisions to improve the overall quality of the product. Once the product design is complete and discussed with academic advisors, the initial test results become an important reference for guiding necessary changes. This feedback provides valuable insight into how the product functions in the real world and helps identify any flaws or shortcomings. At this point, revisions are aimed at improving functionality, usability, and overall effectiveness.

Since several adjustments may be necessary to refine the product to the desired level of satisfaction, the revision process is often gradual. To provide a better understanding of the product's strengths and weaknesses, each revision cycle

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incorporates comments and suggestions from various parties, including users, experts, and advisors. By systematically incorporating this feedback, the product undergoes continuous improvement until it is able to achieve its goals. Ultimately, the refinement process ensures that the final version is better suited to the desires and needs of the target audience.

6. Operational Field Testing

Large-scale field testing is an important step in assessing the effectiveness and suitability of a product in more realistic conditions. To obtain comprehensive feedback, modifications from the previous version were validated with a larger group of participants. In this study, 30 people were selected to evaluate the short film "Whispers of Semarang: A Reunion Tale in Semarang's Soul." Ten participants were from Semarang itself, ten were from outside the city, five were students of Applied Foreign Languages, three were from the Semarang City Tourism Office, and two were foreigners. Due to this diversity in the audience, researchers were able to analyze how the product functioned across various demographic groups thanks to the valuable perspectives it provided. The validation test was specifically designed to measure important elements of the film, such as story structure, visual presentation, and emotional impact on the audience. It is recommended that viewers share their opinions on narrative coherence, visual appeal, and how well the film succeeds in capturing attention.

To collect structured data, a detailed questionnaire covering various statements about important elements of the film was distributed to respondents. Factors such as clarity of the intended message, cinematographic quality, and suitability of thematic elements for the target audience were evaluated in these statements. Next, the responses collected at this stage were analyzed to identify strengths and weaknesses. Using this systematic method, researchers ensured that the short film met the expectations of a diverse audience and fulfilled its promotional objectives. The results of this stage provided important insights that will aid in the continuous improvement process toward a more effective and market-ready final product.

Table 3. 2 List of Statements

No.	List of Statements
	Content Aspects
1.	The storyline of the short film "Whispers of Semarang : A Reunion Tale in Semarang's Soul" is understandable.
2.	The portrayal and description of the destinations in the short film "Whispers of Semarang : A Reunion Tale in Semarang's Soul"
3.	Some of shots inside the short movie "Whispers of Semarang : A Reunion Tale in Semarang's Soul" have shown Semarang City
4.	A short movie with 11 –minutes does not cause boredom.
	Audio Visual Aspects
5.	The shot quality in every scene of the short movie "Whispers of Semarang : A Reunion Tale in Semarang's Soul" is good
6.	The voices of the short movie "Whispers of Semarang : A Reunion Tale in Semarang's Soul" cast are clear and easy to hear
7.	The background sound of the short movie "Whispers of Semarang : A Reunion Tale in Semarang's Soul" is interesting and matches the scenes
	Linguistic Aspects
8.	The subtitle are easy to understand
9.	The subtitles match the audio appropriately
10.	The subtitles are easy to read and well visible

Researchers used Google Forms to distribute questionnaires to assess the effectiveness of the short film "Whispers of Semarang : A Reunion Tale in Semarang's Soul." Three dimensions were used to assess audience perceptions of the film: content, audiovisual quality, and linguistic features. To enable the systematic collection of subjective feedback, a Likert scale was used to measure the level of agreement on ten statement items. Due to its ability to capture individual attitudes and opinions, the Likert scale is widely used in educational and social research (Joshi et al., 2015). This method allows researchers to conduct structured analysis and draw useful conclusions about the film's reception among viewers.

Table 3. 3 Likert and Scale Score Levels

No		Criteria Score
1.	Strongly Disagree	1
2.	Disagree	2
3.	Agree	3
4.	Stongly Agree	4

For this study, the author used a Likert scale modified by Sukardjo in 2005, and the results for each question can be found using the formula below: Index = Total Score/Total Respondent.

Table 3. 4 Assesment Criteria

No	Interval	Criteria
1.	1.00 until 1.75	Strongly Disagree
2.	1.75 until 2.50	Disagree
3.	2.50 until 3.25	Agree
4.	3.25 until 4.00	Strongly Agree

7. Final Product Revision

A thorough final revision is necessary to ensure the quality and effectiveness of the product. After the operational field tests were completed, this section focused on a more detailed evaluation of the short film. To identify issues that needed to be addressed, feedback and test results were thoroughly evaluated. The film was then revised to ensure that it was in line with its original intent and creative concept. At this point, the final version of Whispers of Semarang : A Reunion Tale in Semarang's Soul has been refined to achieve its intended goals and capture the audience's attention.

8. Dissemination and Implementation

The dissemination and implementation phase is designed to expand its use. This phase includes providing practical guidelines for users, sharing research results as a way to share academic knowledge, and promoting the product to increase its visibility and relevance. Researchers also ensure that the appropriate media channels make the final results easily accessible to the public. The publication of the short film "Whispers of Semarang : A Reunion Tale in Semarang's Soul" on the YouTube platform is a concrete example of this strategy, which is expected to effectively convey the intended message while expanding the film's influence and impact on various audiences. To ensure that the product reaches a wider audience, the dissemination and implementation phase is carried out comprehensively, including providing guidance for users and disseminating research results to various communities. Researchers also

ensure that the appropriate and widely used platforms remain available to the public. A practical example of this effort is the publication of the short film Whispers of Semarang : A Reunion Tale in Semarang's Soul on YouTube. This distribution strategy aims to convey the intended message quickly and expand the cultural and educational impact of the film.

3.3 Schedule Planning

Table 3. 5 Schedule Planning

Activity Type	April	May	June	July	August
Research and information Collection			■		
Planning			■	■	
Developing Preliminary form of Product					■
Preliminary Field Testing					■
Revising Main Product					■
Operational Field Testing					■
Revising Final Product					■
Disseminating and implementing					■

3.4 Task Division

In the process of creating the short film "Whispers of Semarang: A Reunion Tale Set in Semarang's Soul", the tasks were divided between the researcher and the partner to ensure an effective and organized workflow. The partner, Firza Andrian was responsible for the production and post production to covering the filming process, camera work, directing on set, sound recording, as well as editing, color grading, scoring, and final output. Meanwhile, the researcher focused on the pre production which included concept development, scriptwriting, location scouting, scheduling. As a result, this report will present a more detailed explanation of the pre production, as these stages were the primary responsibility of the researcher.

3.5 Budget and Costing

The process of planning the financial needs of researchers during their research is known as budget planning and cost calculation. This process involves calculating the total costs required to produce goods or services, including direct and indirect costs.

Table 3. 6 Cost

No.	Expense	Cost
1.	Video making service	IDR 2.000.000
2.	Fee Talent for Two	IDR 1.000.000
3.	Spiegel Rent for Filming Process	IDR 1.000.000
4.	Team & Talent Meals	IDR 344.600
5.	Car Fuel Pertalite	IDR 100.000
6.	Spiegel Meals	IDR 317.000
7.	Tirang Beach Entry	IDR 35.000
	Total	IDR 4.797.225