

**CREATING A SHORT FILM TO PROMOTE
SEMARANG CONTEMPORARY ART GALLERY:
PRE-PRODUCTION OF “DEEPER THAN LOVE”**



FINAL PROJECT

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

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
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2025**

STATEMENT OF ORIGINALITY

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**APPROVAL SHEET
A FINAL PROJECT**

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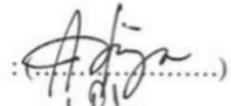
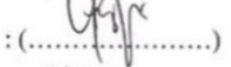
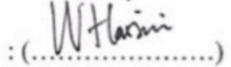
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**"This study has been examined and is accepted for impartial fulfilment of
the requirement for the degree of Bachelor of Applied Foreign Language
of Vocational College, Universitas Diponegoro"**

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Semarang, June 5th 2025

Salma Aprila Maharani

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ABSTRACT

Tourism in Indonesia is currently growing rapidly because many people like to travel. One city with many tourist destinations in Indonesia is Semarang City. Semarang City has many tourist destinations, including culinary tourism, religious tourism, natural tourism, and cultural tourism. In this project, the researcher will make a short film set in one of Semarang's cultural attractions, Semarang Contemporary Art Gallery. A modern gallery located in the center of Semarang City. The researcher uses the Research and Development Method with the Borg and Gall model and uses a Likert scale involving the management of Semarang Contemporary Art Gallery and foreign tourists as respondents in assessing aspects of the film such as content, audio-visual, and language translation aspects. The results of the respondents to this short film show that all respondents responded positively to the statements submitted. The existence of this short film entitled "Deeper Than Love" is expected to increase the number of tourists visiting Semarang Contemporary Art Gallery.

Keywords: Semarang City, Semarang tourism, cultural tourism, short film, promotional video

ABSTRAK

Pariwisata di Indonesia saat ini berkembang pesat karena banyak orang yang gemar berwisata. Salah satu kota yang memiliki banyak destinasi wisata di Indonesia adalah Kota Semarang. Kota Semarang memiliki banyak destinasi wisata diantaranya wisata kuliner, wisata religi, wisata alam, dan wisata budaya. Dalam proyek ini, peneliti akan membuat film pendek yang berlatar belakang salah satu wisata budaya di Semarang yaitu Semarang Contemporary Art Gallery. Wisata galeri modern yang terletak di pusat Kota Semarang. Peneliti menggunakan metode *Research and Development* dengan model Borg dan Gall dan menggunakan skala likert yang melibatkan pihak manajemen Semarang Contemporary Art Gallery dan wisman sebagai responden dalam menilai aspek-aspek yang ada pada film tersebut seperti aspek konten, audio visual, dan penerjemahan bahasa. Hasil dari responden terhadap film pendek ini dapat disimpulkan bahwa seluruh responden memberikan respon positif terhadap pernyataan yang diajukan. Diharapkan dengan adanya film pendek yang berjudul “Deeper Than Love” ini dapat meningkatkan wisatawan ke Semarang Contemporary Art Gallery.

Kata kunci: Kota Semarang, pariwisata Semarang, wisata budaya, film pendek, video promosi