CHAPTER I

INTRODUCTION

1.1 Background of the Research

Tourism is one of the attractions in Indonesia, which has now become an industrial sector that has the ability or opportunity to grow rapidly as a result of the many people who like to vacation and travel (Prasetyo & Septyadi, 2017). The movement of industrial technology in the tourism sector today is growing quickly. Many tourists want to visit the tourism sector not only in their own area but also to other regions and even abroad. The ease of today's technology also makes it easier for tourists who want to travel. These tourists are then referred to as millennial tourists, with their characteristics: mobile, personal, and interactive (Suryajaya, 2018).

Marketing products through social media has become the best way to expand markets and customers (Sofia et al., 2020). By promoting the dissemination of information about new tourist attractions to attract tourists to a tourist area through video shows that present attractive and informative visuals (Andhika, 2020). The increase in the national economy is also inseparable from each region that has managed and developed its tourism objects properly. According to Joyosuharto (1995) tourism development has three functions, including: 1) promote the economy, 2) maintain the personality of the nation and the preservation of the function and quality of the environment, 3) cultivate a sense of love for the country and nation (Prasetyo & Septiyadi, 2017). To carry out these three functions, it is necessary to develop tourist objects and tourist attractions, improve and develop promotion and marketing, and improve tourism education and training so that these three functions can have an impact on areas that have developed tourism. The media is one that can accommodate this. The media

in question is audiovisual media, where this media presents moving images and sound effects simultaneously, so that it feels more alive and realistic.

Audio-visual media include films, learning videos, documentary videos, visual animations and others. Of the many audio-visual media that people like, films are one of them because films can be used as a means of entertainment and hobby distribution. Films are also a channel for various kinds of insights, ideas, concepts and provide an impact from watching them.

The impact of film watching is that when a person sees a film, the message conveyed in the film will indirectly play a role in shaping the perception of the film's message. The film message can take any form, depending on the mission of the film. However, generally a film can include various messages, whether it is a message of education, entertainment or information. The message in the film is to use the mechanism of symbols that exist in the human mind in the form of message content, sounds, words, conversations and so on that are packaged in a plot or storyline. Films are also able to include messages in the form of promotion of tourism objects, for example, in a film scene taken in a place that has a beautiful view. This will cause the audience to feel attracted to the visuals presented and curious about the location, so that they start looking for the location and someday will visit it. As one example, the Laskar Pelangi movie that was released in 2008 is set in Bangka Belitung. In the filming of Laskar Pelangi, there is the use of location input including views and tourist objects in Bangka Belitung, a combination of local actors and senior actors who show good film personality and instill life values that make the overall performance of the film able to provide a comprehensive experience to the audience and ultimately encourage the audience to visit the filming location (Boediarto, 2022)

In this project, the researcher will reintroduce Semarang Contemporary Art Gallery through promotional media that has never been done before, that is, through short film media. This film not only aims to attract tourists but also to increase public awareness of the existence and potential of Semarang Contemporary Art Gallery as a modern art-based

tourist destination. Young travelers between 18-35 who love art, culture, and beautiful destinations and are active on social media are the target demographic for this short video. The film also aims to reach out to art enthusiasts and creative groups, including curators, artists, and art students who are curious about narrative and visual promotional strategies. In addition, it targets domestic and foreign tourists who are looking for alternative cultural locations, especially in the Old Town area.

Short films are a unique kind of media. The development of short films is also increasing rapidly with the development of social media and platforms to showcase them, such as YouTube, Instagram, and TikTok. In this project, the researcher will make a Short Film entitled "Deeper Than Love", which will be published on the YouTube platform. The method used in this project is the Research and Development (R&D) method. The location for this production is at the Semarang Contemporary Art Gallery and locations around the Old Town of Semarang. This short film has the theme of a couple who have undergone a romance but have to separate for some reason until one day they meet again and are nostalgic for the time when they were still together. Stories with this genre are mostly related to young couples today. Hopefully, this film will entertain the audience as well as introduce and promote the Semarang Contemporary Art Gallery. In addition, the researcher wants to explore cinematographic elements to convey the feelings experienced by the characters and organize the images in the film "Deeper Than Love". Because in film, visual language is the main means of delivering information to the audience.

1.2 Research Questions

The following discussion of research problems is necessary so that the implementation of this research has a clear direction and structured focus:

1. How is the pre-production of creating a short film, "Deeper Than Love," for Semarang Contemporary Art Gallery?

2. How is the stakeholder's feedback regarding the short film "Deeper Than Love" for Semarang Contemporary Art Gallery?

1.3 Research Objectives

The purpose of this research is intended to guide the research process methodically with reference to the problem formulation. The following are the objectives of this research:

1. To describe the pre-production of creating the short film "Deeper Than Love" for Semarang Contemporary Art Gallery;

2. To explain the feedback of the stakeholders regarding the short film "Deeper Than Love" for the Semarang Contemporary Art Gallery.

1.4 Significance of the Study

In order to have specific objectives, this research is expected to make a significant contribution both theoretically and practically. The following are some of the benefits of this research:

1. This project makes a theoretical contribution in the form of audiovisual media by showing whether using R&D can be used as tourism promotion in the form of short films;

2. Some of the practical contributions of this project include, as a promotional media to attract more tourists to Semarang City, to increase tourism of Semarang Contemporary Art Gallery, and to show how short films can be a promotional media for local tourist destinations.

1.5 Output of the Research

The output of this project is a 27 minute short film with a romantic theme featuring tourism in Semarang with the main focus of Semarang Contemporary Art Gallery. The short film will be uploaded to the YouTube platform with the aim of attracting tourists to visit Semarang Contemporary Art Gallery.