CHAPTER II

THEORETICAL FRAMEWORK

2.1 Cultural Tourism

Cultural tourism is one of the various categories of tourism. There has always been a connection between culture and tourism (Richards, 2018). This type of tourism highlights how important it is for visitors and locals to engage actively to create an authentic and memorable travel experience. For a long time, culture and tourism have had a close relationship. Culture primarily motivates travel, and tourist activities contribute to and sustain culture. However, this relationship has only recently been recognized as a separate consumer category, cultural tourism. The growth of cultural tourism in the contemporary era has been characterized by the emergence of various unique derivatives or subcategories, such as cultural heritage tourism, arts tourism, culinary tourism, film tourism, and creative tourism. This chaos goes hand in hand with the expanded meaning of culture. This has increased interest in promoting cultural tourism as a significant field of study and a means to promote tourist destinations among academics and industry professionals.

Art tourism is one of the cultural tourism that can be found in various regions in Indonesia, including Semarang City, which is known for its strong cultural heritage. One of the works of art in physical form is fine art, which is art that has been presented in the form of paintings. To create a painting, the instruments used can be oil paint, watercolour, paper and canvas media. While one of the works of art in a non-physical form is music, which is art that has works in the form of songs, so that songs are non-physical works of art. To play a song, an instrument is needed, such as a piano, drums, guitar, bass, keyboard, and traditional musical instruments.

According to Soedarso (2002) art is a human work that communicates experiences of the mind. This inner experience is presented beautifully so that it stimulates the emergence of inner experiences in other humans who live it

(Koeswoyo, 2020). In addition to the needs that exist to be fulfilled, there is an interest in it, which is an effort made based on a priority scale to meet basic needs, among others:

1. Collecting activities to collect works of art in physical form;
2. Activities to determine how to store collections of works of art in physical form;
3. Activities to trade and promote works of art in physical form.

To accommodate these activities in an interest related to collecting art objects, a certain container is needed as the main means of accommodating interests in terms of collecting art objects. The gallery is one of the right places in accommodating activities related to collecting art objects and trading and promoting to tourists in Semarang City as well as outside Semarang and foreign tourists. According to Sari (2011), art gallery can be divided based on:

1. The type of gallery based on the place of the exhibition is divided into two, which are:
   a. Traditional Art Gallery: A gallery whose activities are organized in the hallway/long hallway;
   b. Modern Art Gallery: A gallery with modern space planning.
2. The types of galleries based on the nature of ownership are divided into three, which are:
   a. Private Art Gallery: A gallery owned by an individual or group;
   b. Public Art Gallery: A gallery owned by the government and open to the public;
   c. A combination of the two galleries above.
3. There are three types of galleries based on their contents:
   a. Art Gallery of Primitive Art: A gallery that organizes activities in the field of primitive art;
   b. Art Gallery of Classical Art: A gallery that organizes activities in the field of classical art;

c. Art Gallery of Modern Art: A gallery that organizes activities in the field of modern art.

4. There are three types of galleries based on the type of exhibitions held:

   a. Permanent Exhibition: An exhibition that is held continuously without any time limit. The items on display are fixed or can also increase;

   b. Temporary Exhibition: Exhibitions that are held temporarily with certain time limits;

   c. Traveling Exhibition: An exhibition that moves from one place to another.

5. Galleries based on the type of collection can be divided into:

   a. Private galleries: A gallery that functions as a place to exhibit the artist's own personal work, not exhibiting the work of others or as a gallery that functions as a showcase where the collection on display is not for sale;

   b. Public gallery: A gallery that exhibits the artworks of several artists and the collection on display is for sale;

   c. Combination gallery: A combination of private and public gallery where the artworks on display are for sale and some are special collections that are not for sale, the collection on display is not from one artist but from several artists.

6. Galleries based on the level and extent of the collection (broad range) can be divided into:

   a. Local galleries: Are galleries that have collections with objects taken from the local environment;

   b. Regional galleries: Galleries that have collections with objects taken from the regional/provincial/regional;

   c. International gallery: A gallery that has a collection with objects taken from a country or the world.

2.2 Semarang Contemporary Art Gallery

Contemporary Art Gallery is strategically located in the Old Town area of Semarang, precisely on Jalan Taman Srigunting No.5-6, Tj. Mas, North

Semarang, Semarang City, Central Java. Semarang Contemporary Art Gallery is square in shape, so visitors can see the whole building directly. The ticket purchase location is outside the building, which is integrated with the building. The counter is right next to the entrance, so after buying tickets, visitors can immediately enter the room. The building was designed by Chris Dharmawan, who is both the owner and the architect. The institution and management are managed by Chris Dharmawan and his staff. The architectural style of this building is colonial architecture, because this building uses Dutch heritage buildings but combined with modern architecture. The gallery is located in the Old Town Semarang area, so the shape of the building is still in the form of an original building that has only undergone repairs (Listiani et al., 2012).

This gallery is used for several events. Its main function is as a location for exhibitions of local artists' artworks using canvas media and installation exhibitions. Visitors can enter the gallery every Tuesday through Sunday from 10:00 AM to 08:30 PM WIB (UTC+7).

2.3   Digital Promotion

According to Hasan (2015), tourism promotional media is a technical part of the tourism promotion mix, such as advertising, sales promotion and others. There are many types of promotional media, including banners, photos, films, and booklets. About this project, the researcher will create a short film to promote tourism. Two steps will be carried out about promotional media, which is to make a short film about tourism promotion and upload it to YouTube. Digital promotion is a type of advertising that reaches target customers using online channels. Furthermore, the promotion of products or services through the internet is known as digital promotion. To increase the use of online media by the public, business people make digital promotion attempts. The marketing industry will be significantly affected by the increasing number of online media users (Putri & Irfandi, 2019).

According to Hermawan (2012) digital promotion has the following advantages (Putri & Irfandi, 2019):

1. Digital promotions are easier to reach a larger audience and more cost-effective than traditional advertising. Customers can easily check and compare products directly through digital promotion;

2. The use of digital advertising gives people access to more information than traditional media, such as print, radio, and television can provide. Also, digital marketing can precisely store important information for businesses.

2.4   Short Film

According to Liliweri (1991) film is the oldest electronic medium compared to other media, especially since it has succeeded in showing live images that seem to move reality onto a large screen (Caniago & Hero, 2022). The existence of film has been created as one of the mass communication media that is still liked even now. Over the past 70 years, films have entered the lives of mankind in an extensive range of ways.

A short film is a movie that lasts less than 60 minutes and can even be less than 10 minutes. Short films have their characteristics and are different from long films. Short films give freedom to the creators so that their various forms are very diverse (Elvaretta & Ahmad, 2021). In creating short films, the most important thing is that the idea and the utilisation of communication media can take place effectively. So, the researcher chose a short film as a supporting medium for this design so that the audience can get information and education in a short time. Short films are a unique medium. The development of short films is also growing with social media and platforms to showcase them, such as YouTube, Instagram, and other media. Appreciation for short films is also increasing. Now there are many awards for short films (Noercahyo, et.al., 2019). Not only as entertainment, short films can be used as a medium of information that is increasingly in demand by the public. In this project, short films function as a medium for tourism

promotion, which is expected that after this short film, the tourist destinations that are promoted will be visited more and more.

Caniago and Hero (2022) states that short films are one of the simplest and most complex forms of film. This short film was popularised initially by Charlie Chaplin. The way of storytelling in short films gives freedom to both the creator and the audience, so the various styles can be very diverse. One of the interesting things about this change is that it opened up a new view of the film form as a whole and has contributed greatly to the development of the film industry. Short films have characteristics that make them different from films, not because they are narrower in meaning or easier to make and have a minimal budget, but because they give more freedom of expression to the cast. According to international festival standards, there are several types of short films, including (Caniago & Hero, 2022):

1. Experimental Short Film

    Short films are intended as experimental material, in Indonesia this type of film is often categorized as an indie film.

2. Commercial Short Film

    Short films are made for commercial purposes or for profit. Examples are commercials and company profiles.

3. Community Service Short Film

    Short films aimed at public service are usually shown on mass media such as television.

4. Entertainment Short Film

    A short film intended for commercial purposes as entertainment. This film is often found on television in various variations.

2.5 Video Making Process

The process of making a short promotional video film consists of several steps. The success of short filmmaking depends on the following three stages of film production: pre-production, production, and post-production. The whole process is essential, as one wrong step can cause a short film

production to fail (Reid & Sanders, 2021). The pre-production stage ensures careful planning to reduce risks and save time, production stage facilitates effective plan execution by coordinating technical and creative teams, and the post-production stage enables perfecting the final product through audio processing and editing to achieve the best quality. Putting these procedures into practice will help a film production succeed and guarantee it meets its marketing objectives. An explanation of each step is provided below:

2.5.1 Pre Production

A number of tasks are completed before the start of the filming process, known as pre-production or planning. There are several pre-production steps that need to be completed:

1. Story Concept

It is important to develop an idea that is aligned with the main theme in the preliminary phase of making this short film. A strong story idea is essential as it is the foundation of an engaging film. To improve and develop the story concept, the team members held discussions. Research was conducted by the writers to find components that could enhance the appeal of the film. The screenwriter then proceeds to write the scenario, which forms the basis of the short film, after collecting enough relevant ideas. The audience will be able to understand the feelings and messages of the players thanks to the screenwriting process.

2. Script Breakdown

Following the creation of the scenario, the script breakdown procedure begins the pre-production phase. At this phase, the scenario is transformed into a list of production requirements that address various topics, including the number of actors required, equipment needed for filming, set design, and locations to be used for filming. A script is a written document used as video production material, according to Effendy

(2014). According to Warsihna (2009), storyboards and scripts have some important similarities. This breakdown of the script is very important as it provides a clear picture of the required production budget and schedule. Other pre-production activities, such as the casting process to select actors, creating a shooting schedule, scouting and selecting locations, creating a budget, and renting the necessary equipment, can be carefully planned based on these details. This process ensures that every aspect of the production is well-coordinated and prepared for planned execution.

3. **Production Storyboard**

A storyboard is a series of images that explain the written language of the scenario in visual language (Javandalasta, 2021). Storyboard can also be described as a visual script or illustration image that explains the written language of the script into visual language as an outline of a scene. Storyboards are widely used to create interactive media frameworks, such as advertisements, short films, animations, games, and interactive learning media. Before shooting begins, the writer uses storyboards as a visualisation tool to plan and organise scenes. Each frame of the storyboard depicts a shot that allows the writer to plan how each scene will be displayed visually. Storyboards make editing easier, and the final result is as planned. A template is usually used when creating storyboards as it allows sketches of visuals, dialogue, stories, and descriptions. During the film production process, these templates help organise and present information in a structured manner, which supports a smooth and efficient process.

4. **Filming Schedule**

Every element of the filming process, including scene numbers, locations, and the start and end times of each shooting session, is planned out in detail by a shooting schedule. The production manager, who is responsible for overseeing the entire production schedule, maintains an

eye on the schedule created by the assistant director. To maximize the filming process, it is necessary to break down the scenarios and shot lists after deciding on the camera settings for each scene. One of the main issues that production teams encounter when working on a low-budget film is scheduling. The writer and production team can develop and follow a realistic and efficient schedule and handle any issues that may arise during the production process by carefully planning and preparing before filming begins.

The next stage of filmmaking can begin after each planning stage is completed.

2.5.2 Production

The production stage, also known as the execution stage, is the culmination of the pre-production stage. Although this stage includes additional technical aspects, the basic goal of the production stage is to bring the script concept to life for the audience to enjoy. Operated equipment or referred to as production service is required when trying to visualize an idea (Apriyanti, 2019). Taking camera angles is very important at the production stage. Making a storyboard at the preproduction stage is one of them to make it easier when taking camera angles. Information about cach camera angles and shot sizes according to ArtodiPro (2023) is as follows:

1. Camera Angle

By positioning the camera at a certain angle and height, one of the techniques to communicate a message is through the camera angle, also known as the angle at which a picture is taken using the camera. In both photography and filmmaking, there are several types and variations of camera angles. A photo or video can tell more stories if the shooting angles are more diverse. Apart from being a technical consideration, camera angles-video shooting angles-speak volumes and create dramatic value in a show that can affect the audience's emotions (Sitorus & Simbolon, 2020):

a. Eye Level

By positioning the camera at the same height as the subject's eyes, an eye-level view is achieved. This technique creates the most comfortable and organic viewing experience as it replicates the viewer's line of sight. By positioning the camera at eye level with the subject, the viewer is able to engage with the subject more deeply and empathetically, building a sense of equality and connection. This point of view is commonly used to depict straightforward, unadorned interactions and dialog, and enhances the authenticity and relatability of the scene.

b. High Angle

The camera is positioned above the object or scene to create a top-down view. This successfully elevates the perspective, making the subject appear smaller and less significant in the frame, reducing perceived authority or influence. The elevation angle usually generates a sentiment of vulnerability or a sense of inferiority, as the subject is seen from a position of relative power. This method can emphasize the subject's powerlessness, provide a more comprehensive context, or enhance the surroundings to influence the viewer's perception and emotional response to the situation.

c. Low Angle

The camera positions itself below the subject or scene to provide a bottom-up view. Because of the low angle perspective, the subject seems bigger, more powerful, and more in control of the frame. By staring up at them, the image may make the subject feel stronger. Intimidation or authority since the subject is presented as powerful and aesthetically pleasing. This angle is sometimes used to highlight the grandeur or significance of a figure or object in order to influence the viewer's perspective and highlight the subject's dominant presence in the narrative.

d. Bird's Eye View

To give the impression of an air view, the camera is raised above the subject or scene. A comprehensive image of the scene can be obtained thanks to the wide panoramic view offered from this height. Because they are taken from such a high angle, the images often show contextual details and spatial relationships that can be obscured from ground level. These birds views are sometimes used to set the scene, show the expanse of a location, or highlight the relationship between characters and their environment to give a sense of majesty or immersiveness to the story.

e. Frog Eye View

The frog eye view, often known as the frog eye angle, is the lowest camera angle possible. Usually standing right at the object's base or touching the ground, this perspective is obtained from a very low height. To get this angle, the photographer or videographer usually has to lie on their stomach or use special equipment to get as close to the ground as possible. Through emphasizing the lower part of an object or topic, such as its feet or base, this unusual point of view can create a dramatic effect by making the subject appear intimidating or massive. The frog eye viewpoint generally provides a distinctive and eye-catching perspective, increasing the visual impact and changing the viewer's perception of the topic.

f. Over the Shoulder View

The over-the-shoulder angle is a camera perspective that usually records the scene from behind the subject, focusing on the back of their head or shoulders. This method often shows what the subject is looking at or doing by determining their perspective or participation. The foreground of the shoulder or part of the head, which communicates intimacy and connection, draws the observer into the subject's point of view. It is commonly used in a conversational context to establish a visual connection between people by emphasizing how they interact or react to an object within their range of vision. Through highlighting the

emotional and psychological interactions of the characters, this technique increases the depth of the narrative and the context of the connection.

2. Types of Shots

According to Jwala Chandra (2017), shot type establishes the distance of the object from the camera frame. Each shot has a specific purpose and meaning that emphasizes feelings, ideas, and sensations according to the director's intention. In addition, shot type affects the way a scene is emphasized. Directors often use shot types to hide movie details. The types of shots or shooting techniques that fall into various categories are as follows (Elvaretta & Ahmad, 2021):

a. Extreme Long Shot

Frequently used to introduce or establish the scenery of a location or setting, a wide shot, sometimes called an establishing shot, captures a very wide scene. Allowing the camera to cover a large area, this angle-of-view emphasizes the expanse and range of the surroundings. Through making people appear small and insignificant in relation to the expanse of their surroundings, the frame emphasizes the isolation of the subject or the expansiveness of the scene. For example, one scenario would depict a vast desert scene with a person walking alone in the distance, almost invisible in his massive surroundings. This type of scene effectively conveys the magnitude of the scene and can foster a sense of closeness to the subject.

b. Long Shot

Similar to an extreme long shot, this image provides a wide view of the scene, but makes the subject much larger and more visible. While it allows viewers to recognize and relate to the subject in relation to its surroundings, this type of image still achieves the purpose of establishing the scene. For example, a wide shot of a character walking down a busy city street can show the character's mobility through the scenery and scale of the city setting. Finding a balance between a more

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in-depth look at the subject and a depiction of the environment, this point of view offers character identification and contextual information. It does a good job of showing how individuals engage with their environment and how they fit into the overall plot.

c. Medium Long Shot

Focusing on the subject from around the knee upwards, the photo offers a balanced perspective that highlights both the subject and the surrounding environment. Capturing the subject in this way, the photo effectively provides enough information to introduce the character while retaining elements of the environment. This framing is particularly useful in discussion scenes, as it allows viewers to observe the upper bodies and facial expressions of the performers while still providing information about their surroundings. For example, it can show the upper bodies of two people, their facial interactions, and part of the background during a conversation to establish the location and spatial relationship between them. This technique creates a sense of immediacy and engagement while setting the characters within a broader framework.

d. Medium Shot

This composition, which is flexible and efficient and effectively depicts the character's body language and facial expressions, frames the subject from the waist up. Focusing on one aspect of the subject, this shot provides a close-up perspective that highlights the details of the character's emotional state and physical behavior. As a result, this shot works particularly well in situations that communicate important relationships and feelings. For example, this shot helps viewers to better understand a character's emotions and the dynamics of the meeting by allowing them to closely observe the character's expressions and reactions during discussions or reflective moments. Waist-up framing achieves a balance between ensuring strong

emotional expression and offering enough contextual information to maintain situational awareness.

e. Medium Close Up

This view frames the subject from the shoulders up, giving the subject's face and expression a close-up and intimate focus. This tighter composition emphasizes the character's emotional reactions and delicate changes in facial expressions, essential for scenes that convey intense emotions or complicated relationships. Because the subject's upper body is the centre of this shot, viewers can better understand the character's emotional state, especially during times of high emotion or when the subject is having a meaningful conversation. This increases the intensity of intimate and emotional scenes by emphasizing the character's reactions and creating a direct communication channel between the viewer and the character's inner experience.

f. Close Up

This image, which expertly captures small details and nuanced emotions, centers on the subject's face. Focusing only on the character's facial features allows the delicate shifts in expression that convey his or her deepest feelings and thoughts to be emphasized. These close-ups are essential for emphasizing the character's psychological state, as they allow viewers to closely analyze and understand the small signals of the character's emotional environment. Intense attention to the face intensifies the dramatic effect and creates a stronger connection between the audience and the subject, by immediately highlighting the character's personal experiences. This technique is especially effective in emotionally charged situations or pivotal discussions, where the reader's understanding of the character's inner state is crucial to the storyline.

g. Big Close Up

Even more focused than a Close-Up, this view focuses on a specific face feature, such as the mouth or eyes. Concentrating on these

particular elements creates a powerful sense of closeness and highlights minute nuances. This degree of close-up reveals even the smallest changes in expression and subtle subtleties, allowing the audience to examine the character's emotional state and inner thoughts thoroughly. This kind of shot is especially effective in sequences that require a stronger emphasis on the character's emotional reactions or psychological depth, since it highlights how crucial these specific characteristics are in conveying meaning and intensity. By emphasizing and magnifying a particular facial feature, this image enhances the dramatic effect and forges a stronger connection between the viewer and the character.

h. Extreme Close Up

Even more detailed than Big Close-Up, this view focuses on small details, such as blinking eyes or tears running down the cheeks. It increases focus and intensifies the emotional impact of the situation by focusing on these small details. This close-up shot enables a detailed analysis of the character's emotional state by capturing delicate gestures and responses that might otherwise be overlooked. The shot's subtle details emphasize the importance of this glimpse yet heartwarming moment, strengthening the viewer's emotional involvement and connection with the character's inner experience. This is especially effective in depicting periods of great emotion or introspection when every small detail enhances the impact of the story as a whole.

In videography, the type of shot is crucial to creating a visual narrative and successfully communicating ideas to the viewer. From Extreme Long Shot to Extreme Close Up, each shot type serves a purpose and has unique qualities in expressing an object's distance, emotion, and focus. Choosing the correct shot type enhances a visual work's aesthetic and dramatic value and helps the filmmaker focus the audience's attention on the message.

2.5.3 Post Production

The last phase of film and video making is called post-production, and it involves color correction, sound processing, visual effects, and image and sound editing. The last phase of filmmaking, post-production, ensures that the director's vision is fully achieved. Post-production includes all the work involved in cutting raw video, combining videos, adding music, voice-overs, sound effects, creating and recording music to match the visuals, and possibly re-recording audio if it was unclear during location shooting. Post-production is a highly collaborative process that can take several months to a year, depending on the requirements and size of the project.

Maio (2024) states that post-production consists of nine processes, including:

1. Image Editing

Crafting and enhancing visual elements culminates in a polished and expertly produced video. The main tasks at this stage are:

a. Cutting and arranging clips is carefully selecting and editing video clips logically and interestingly. This involves removing unnecessary material, positioning shots attractively and logically, and ensuring smooth transitions keep the storyline moving;

b. Adjust the color, brightness, and contrast to improve the video's appearance. These adjustments correct color irregularities, help generate the desired mood and ensure visual coherence and vibrancy throughout the film;

c. Included effects such as overlays, animations, and transitions will enhance the narrative and keep the audience interested. In addition to reinforcing the narrative and facilitating smooth scene changes, overlays, and graphics can highlight important features;

d. Audio enhancement to ensure that music, sound effects, and conversations complement the images and enhance the overall impact of the video. Combined, these editing methods strengthen visual

storytelling, enrich the video, and add interest to the viewing experience while maintaining the tone and message of the production.

2. Sound Creation

It involves recording or creating every sound in a video or movie, except speech. Several important responsibilities are involved in this important aspect of sound design:

a. Sound effects such as footsteps, explosions, or natural sounds, which make sense in a given scenario. To accurately capture the aural environment of the scenario, these sound effects are often produced on location or in a carefully arranged environment;

b. Creating foley audio is where sound effects must be created and recorded in the studio to create realistic foley sounds that complement the image. Foley artists create and capture sounds like creaking doors, clinking glasses, and rustling clothes. They ensure that these sounds enhance the scene's realism and precisely match the movement on screen;

c. Creating background music by setting the tone and mood of the scene is important for creating an ambient soundscape. Continuous background sounds, such as wind, city traffic, or distant conversations, can be incorporated into the ambient soundscape to help engage the audience and support the scene's emotional tone;

d. Layering and balancing to incorporate these audio components into a movie soundtrack, you must carefully layer and balance them so that each sound is distinct and successfully adds to the overall auditory experience without overpowering the other sounds.The final audio mix enhances audience immersion, complements the visual story, and adds to the overall impact and efficacy of the movie by addressing these sound design elements.

3. Scoring and Securing Music

This is how to create original music for a movie or video. The scoring goal is to create a signature audio experience that reinforces the

narrative and enhances its emotional effect. To ensure that the score highlights key moments and deepens the audience's connection with the story, composers create music that suits the project's theme, emotion, and pace. Depending on the desired impression, the music may consist of elaborate orchestral arrangements or straightforward, minimalist music. Perfectly blending with the images, good music directs the audience's emotional journey and enriches the entire narrative experience. There are several ways to get the right to use music in your video. Normally, getting music copyrights involves:

a. Obtain a license from the copyright holder or music publisher and get their permission to use specific songs in your film. This process, which usually involves paying a license fee based on the song application, duration, and distribution reach, ensures that the music is legally permitted.

b. Royalty-free platforms by using websites that offer songs for use without the need for further licensing contracts. These services provide pre-approved music, allowing you to select and use songs according to the platform's terms, usually including a one-time fee or monthly plan. Examples of royalty-free websites are artlist.io, epidemic, and Pixabay. These sites are easy to find and simple to use.

c. Original Composition, which is hiring a composer or musician to create original music for your project to ensure its exclusivity and uniqueness.

Appropriate music should be obtained by licensing existing songs or acquiring royalty-free replacements to enhance the audio-video experience while complying with copyright laws and avoiding legal issues.

4. Sound Mixing

The skill of blending music, sound effects, and conversation to create a potent soundscape is known as sound mixing. To blend perfectly, the volume of each component must be adjusted. This method requires careful listening and attention to detail to create an aural world where each element enhances the narrative. Clear communication, perfectly timed and efficient

sound effects, and music that adds emotion without overpowering the other elements are all made possible by adequate audio mixing. A movie's impact and effectiveness will increase with a soft and captivating sound design that complements the narrative and engages the audience.

5. Adding VFX

Using computer-generated imagery (CGI) or video editing to create magical or impossible scenes is known as visual effects. This includes methods to produce new effects and scenarios, such as flying people, explosions, and futuristic settings. CGI) allows filmmakers to bring their ideas to life by incorporating creative elements that traditional filmmaking cannot capture. CGI enhances visual storytelling with majesty and depth by depicting major disasters, distant locations, or cutting-edge technology. With the help of this technology, you can produce breathtaking scenes and blend real and virtual elements seamlessly to create a highly realistic cinematic experience.

6. Color Grading

This process carefully adjusts the color scheme of your video to create a specific feel, look, and emotional impact. By changing the hue, saturation, and contrast, color grading can significantly impact a video's tone and visual mood. This technique enhances the overall look by highlighting certain scene features, creating a consistent style, and repeating theme elements. By carefully controlling color, filmmakers can evoke certain emotions, guide audience perception, and align visual aesthetics with narrative goals. Warmer colors can produce a cozy or nostalgic atmosphere, while cooler colors can convey a sense of melancholy or detachment. By aligning the visual experience with the desired mood and thematic theme of the film, proper color gradation enhances the aesthetics and helps tell the story.

7. Generating Title, Credit, and Graphics

Creating and adding text elements to your movie, such as opening titles, credits, and on-screen graphics, is known as "creating titles, credits,

and graphics." The opening titles establish the movie's mood by graphically introducing the title, director, and principal cast. The actors and crew are identified and recognized in the credits for their contributions. Various information overlays, such as data visualizations, lower thirds for scene setups or person introductions, and other text-based components that assist the audience in understanding what is being presented, can be added to the on-screen images. Creating and using these text elements gives your movie a polished look, ensures that important information is conveyed effectively, and maintains the same visual aesthetic throughout the production. Each text element in a movie contributes to the overall plot and presentation while directing the audience's attention.

8. Digital Cinema Package

A standard format called Digital Cinema Package was explicitly created for storing and distributing finished movies intended for theatrical distribution. This format, Digital Cinema Package (DCP), ensures the video maintains quality on various sound systems and cinema screens. Regardless of the theatrical technology specifications, DCP guarantees that the image will appear and sound the way the filmmaker intended, with consistent color accuracy, resolution, and sound quality. By ensuring that all audiences, regardless of location, enjoy the same outstanding performance, this standardization helps maintain the integrity of the cinema experience. In addition, the DCP format contains metadata that facilitates synchronization and playback. This further streamlines and enhances the viewing experience.

9. Advertising

This is the practice of charging for expertly created video content to market a product, service, or idea. For this type of advertising, video ads appropriate for multiple platforms, including social media, television, and online digital channels, can be created. The objective is to create persuasive, engaging video content that appeals to the target audience. These video ads seek to engage viewers, convey key ideas, and promote

desired actions such as brand awareness, purchases, or sign-ups. Everyday actions include targeting specific demographics, tailoring content for many platforms, and utilizing analytics to determine the effectiveness and impact of the campaign. Utilizing video, compelling narratives, and dynamic graphics that draw viewers and assist them in reaching their marketing goals can help businesses and organizations enhance their promotional efforts.

To create a high-quality short film, all post-production stages are completed as closely as possible to the established sequence.

2.5.3.1 Subtitling

Another stage in the post-production process is subtitling. Subtitling is the process of translating the target language from the source language or the native language of the players. Subtitles are translations of film dialogue that are often located at the bottom of the program or display. Subtitles help us to better understand the material in a video (Fadli, 2022). The following principles will be used to translate the short film "Deeper Than Love" according to Fandi's (2014) recommendations: two lines at most, with a maximum reading time of eight seconds and a maximum character count of 37 per line, including spaces and punctuation. If the translation is unfinished, three dots can be placed at the end of the line and the beginning of the next line of translation. The three dots serve as a warning to the audience that the translation is not finished.

This research focuses on Gottlieb's (1992) theory of subtitling techniques. Gottlieb's subtitling tactics consist of ten strategies: growth, paraphrase, transfer, imitation, copying, dislocation, condensation, centralization, obliteration, erasure, and resignation.

a. When cultural aspects that cannot be obtained in the target language require additional explanation in translation, expansion is used;

b. When the person dubbing the language does not follow the same grammatical rules, they use paraphrasing. This technique is used by

translators to streamline the structure of the subtitles and improve audience understanding;

c. Transfer: Without providing context or changing the point of view, the subtitler translates the dialog by using the exact words. Moreover, this method maintains the structure of the original text;

d. The original terms are rewritten through imitation. Imitation is common for names of people, places, publications, journals, newspapers, untranslated literary works, businesses, organizations, and addresses;

e. When a word, such as "third language" or "nonsense language", seems unusual even in the original text, transcription is usually used;

f. When the original script includes special effects-such as cliche music in a cartoon movie-where the translation of the effect is more important than the content, dislocation is used;

g. The text is condensed to eliminate unnecessary words without sacrificing meaning. Pragmatic impact can be reduced through condensation. The true intent of the text must be conveyed.;

h. In situations where the actors are disputing and speaking quickly, word cuts are used to translate. Since unstructured written content is difficult to understand quickly, the translator restricts the utterance;

i. The act of removing part of the text is called deletion;

j. The technique used when there is no translation solution and meaning eventually disappears is called resignation.

In addition, Capcut will be used for subtitling decently due to its decent subtitling feature.

2.6 YouTube as Social Media

According to Kottler and Keller (2016), social media is a medium used for consumers to share text, images, sound, video and information with others. Social media is the process of interaction between individuals by creating, sharing, exchanging and modifying ideas or insights in the form of virtual or network communication (Thaib, 2021). Social media is something

that can create various forms of communication and information for all who use it. Social media always provides various advantages that make it comfortable to spend a long time on social media (Alifah, 2020).

From year to year, many social media have developed significantly and emerged with their characteristics and uniqueness. Facilitating communication and getting information is the purpose of using social media. Almost all levels of society are currently connected to social media. Based on some of the opinions of the experts above, it can be concluded that social media is a place to share in the form of sharing info, text, images, videos and others. In this way, people share with other people on social media, connected with the help of the internet.

One of the social media that is widely used by the public is YouTube. Setiadi, Azmi, and Indrawadi (2019) revealed in a survey conducted by Youtube that the platform has managed to attract more than 1 billion users, representing nearly a third of total internet users. The majority of users are aged 18-34 years, and more than 70% of video viewing time on Youtube is done via mobile devices. 1 billion hours of content are watched every day. Google on behalf of Youtube presented the results of research conducted with Kantar TNS about users in Indonesia. Based on the results of the research, the average viewer in Indonesia spends 59 minutes every day on Youtube. The research also shows that 92% of Indonesian internet users mention that Youtube is their main destination when looking for videos. In terms of viewership, Youtube has successfully competed with television as the most frequently accessed media in Indonesia.

YouTube is a global phenomenon that functions as a video-sharing site that serves as a means to share videos online. YouTube is a video site that provides various information in the form of "moving images". The user can participate in uploading videos to the YouTube server and sharing them with other users around the world. One of the functions of social media today is the promotion of tourist attractions through promotional videos. Social media is used as a means to disseminate information about new tourist attractions to

attract tourists to a tourist area through video shows that present interactive and informative visuals. It is easy to use and does not require large costs, emphasising visuals and images.

2.7 Previous Works

The previous work used as the initial source of this research was a YouTube video in 2021 entitled "FILM PARIWISATA 2021 - DOLAN MULIA", uploaded by the Pesona Kulon Progo account (Pesona Kulon Progo, 2021). This short film aims to introduce and promote the potential tourist attractions of Kulon Progo Regency. The film narrative, which centers on a love story between two young people, is a promotional tactic. The promotional message is delivered smoothly but effectively by using dramatic and emotional storytelling methods to invite the audience to enjoy the natural beauty and tourist attractions of Kulon Progo.

The purpose and focus of the marketing area, along with the narrative framework used, are the main differences between this research outcome and previous efforts. With the Semarang Contemporary Art Gallery as its primary focus, the researcher's product aims to promote tourist attractions in the Semarang City area. Meanwhile, the previous work focused on promoting tourist attractions spread across the Kulon Progo region. In addition to geographical differences, there are marked variations in the narrative framework of the storytelling. "Dolan Mulia" has a happy ending and follows a linear story framework. On the other hand, the researcher's work uses a mixed narrative structure that includes flashbacks and forward motion and ends with an open-ended conclusion that allows the audience to interpret it in different ways.

However, the two works also have several similarities that are worth noting. Short films with a narrative style are used as promotional media in both the researcher's product and the previous work. Both utilize storytelling ability to spread the tourism theme, so promotion is done indirectly through a series of events that create a fictional narrative. As younger audiences are

more receptive to visual content with dramatic and emotional themes, this method is considered effective for capturing their attention.

The second work mentioned in this research is a 2024 video titled "Jalan Nostalgia," uploaded by the Applied Foreign Languages YouTube channel. Ronald Kinsky and Siti Anjani, two students, are the creators of this short film. The primary purpose of this movie is to introduce and advertise Grand Maerakaca, one of the tourist attractions in Semarang (Bahasa Asing Terapan SV Undip, 2024) . Besides Grand Maerakaca, the video highlights other famous tourist destinations in Semarang, including Lawang Sewu and the Old Town Semarang area. The movie serves as both a promotional tool and a visual artwork with artistic value as it showcases all these locations engagingly with visually appealing images and an emotionally moving story. The results of the researcher's work were aimed at promoting Semarang Contemporarry Art Gallery, a tourist destination that highlights modern art as its main attraction. In addition, the romantic genre was included in the researcher's product, which influenced the narrative style and character development. To enhance the dynamics of the story, the researcher's movie uses a mixed or non-linear plot that allows time shifts between the present and the past. In contrast, "Jalan Nostalgia" is presented more simply as it follows a linear plot that moves chronologically from beginning to end.

Apart from the many differences, these two works are similar in that they both use short film storytelling techniques to advertise Semarang tourist attractions. Both works seek to communicate knowledge about tourist attractions more engagingly and emotionally by combining storytelling with visual appeal, as opposed to conventional promotional techniques that are only educational. In addition, both works utilize the iPhone's cinematic capabilities during the filming and audio recording. Both works have outstanding quality results despite not being shot with professional equipment.

In 2024, Lathifa Mutiarani's YouTube channel uploaded a movie titled "A Short Movie: A Phase Between Us," which became the source for

the previous work that this research cites. With a narrative plot and an emphasis on images to highlight the magnificence of Museum Ranggawarsita and its historical artifacts, the film sought to promote the museum (Lathifa Mutiarani, 2024). The previous work concentrated on history museums, but the researcher's product focused on art galleries. This is what differentiates the two works from each other. The two works also differed during the production stage. For example, the short film "Deeper Than Love" utilized the cinematic capabilities of the iPhone 15, while the short film "A Phase Between Us" was filmed with a professional camera. However, despite these variations, the researcher found similarities between the two works, including using different shot styles and camera positions during production.

The first work, "FILM PARIWISATA 2021 - DOLAN MULIA," contributes to using fictional romance narratives as an emotional and dramatic tourism promotion strategy. This approach became a reference for researchers in designing Deeper Than Love's informative story structure, which can build emotional engagement with the audience. The second work, "Jalan Nostalgia," contributed to showing that good visual quality can be achieved even with only a cellphone camera. This encourages researchers to utilize mobile phone cameras to produce the film "Deeper Than Love" while still paying attention to shooting techniques to ensure the final result remains optimal. The contribution of A Phase Between Us lies in the utilization of visual elements to highlight the character of cultural space as part of the narrative. Although the subject matter is different, the movie inspires researchers to make art galleries not just a setting but an active narrative element. The researcher used the three previous works as a guide in making the short film "Deeper Than Love," which will be used as a promotional tool for the Semarang Contemporary Art Gallery. The researcher will significantly benefit from the recommendations made in the previous works when creating this short film.