

**CREATING “THE MEMORIES OF SEKAYU” SHORT
FILM TO PROMOTE SEKAYU VILLAGE AS A
POTENTIAL TOURIST DESTINATION IN
SEMARANG**



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 LANGUAGES
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2026

STATEMENT OF ORIGINALITY

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**APPROVAL SHEET
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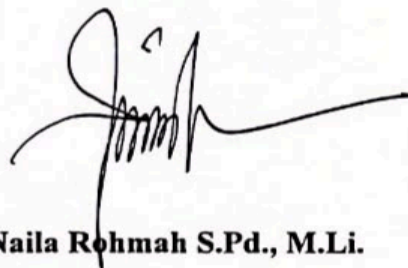
**CREATING A SHORT FILM OF “THE MEMORIES OF SEKAYU” TO
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DESTINATION IN SEMARANG**

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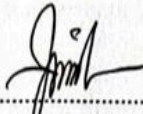
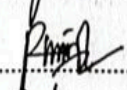
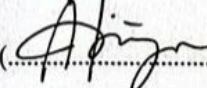
ACCEPTANCE

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I realize that this final project is still far from perfect. Therefore, constructive criticism and suggestions are highly appreciated for the improvement of this work in the future.

Semarang, 8th June 2026



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ABSTRACT

The study aims to develop a short film as a digital promotional medium to introduce Sekayu Village as one of the oldest villages in the City of Semarang which has historical and cultural value. Although it possesses attractive tourism potential, Sekayu Village remains largely unknown to the general public, thus requiring creative and easily accessible promotional media. This study employed the Research and Development (R&D) method based on the Borg and Gall (1983) equilibrium model, which includes the stages of research and information collecting, planning, developing preliminary form of product, preliminary field testing, main product revision, operational field testing, final product revision, as well as dissemination and implementation. The results of the study indicate that the Borg and Gall method successfully produced a short film titled “The Memories of Sekayu” as a viable tourism promotional medium. Based on the questionnaire results, the film received positive feedback from respondents regarding content, audio-visual, and linguistics. Consequently, this short film is expected to help introduce Sekayu Village to a wider audience through the YouTube platform.

Keywords: Sekayu Village, Short Film, Tourism, Semarang City, Promotional Media.

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan film pendek sebagai media promosi digital guna memperkenalkan Kampung Sekayu sebagai salah satu kampung tertua di Semarang yang memiliki nilai sejarah dan budaya. Meskipun memiliki potensi pariwisata yang menarik, Kampung Sekayu masih belum banyak dikenal oleh masyarakat umum, sehingga membutuhkan media promosi yang kreatif dan mudah diakses. Penelitian ini menggunakan metode Penelitian dan Pengembangan (R&D) berdasarkan model Borg and Gall (1983), yang disederhanakan meliputi tahap penelitian dan pengumpulan informasi, perencanaan, pengembangan bentuk awal produk, uji lapangan awal, revisi produk utama, uji lapangan operasional, revisi produk akhir, serta penyebaran dan implementasi. Hasil penelitian ini menunjukkan bahwa metode Borg and Gall berhasil menghasilkan sebuah film pendek berjudul “The Memories of Sekayu” sebagai media promosi pariwisata yang layak. Berdasarkan hasil kuisisioner, film tersebut mendapatkan tanggapan positif dari responden terkait konten, audio-visual dan linguistik. Oleh karena itu, film pendek ini diharapkan dapat membantu memperkenalkan Kampung Sekayu kepada khalayak yang lebih luas melalui platform YouTube.

Kata kunci: Desa Sekayu, Film Pendek, Pariwisata, Kota Semarang, Media Promosi.