

CHAPTER I

INTRODUCTION

1.1 Background of the Research

The development of tourism nowadays depends not only on the physical advantages of a destination, but also on how that destination is introduced to the wider community. In the digital age, promotional media plays an important role in shaping tourists' perceptions of a place. Visual media such as videos can influence audience interest and encourage them to visit a place (Graca & Banha, 2022).

With the increasing use of digital media, promotional videos are increasingly being used to introduce various tourist destinations to a wider audience. The distribution of videos through digital platforms and social media allows information about a place to be conveyed quickly and attractively. Promotional videos shared through social media are effective in shaping the image of a destination and increasing tourist interest because they can showcase the atmosphere, local uniqueness, and experiences available in an area (Jain & Rani, 2022). Promotional videos are not only used to convey information, but also help build the identity and appeal of a destination through the visuals and stories presented.

Films and short films have a special power in tourism promotion because they are able to combine visual, audio, and storytelling elements. Films can be an effective promotional medium because they are able to engage the emotions of the audience through the stories and settings presented (Yudaninggar & Ajibulloh, 2019). In addition, tourism promotional films can also shape the audience's perception of a place and help create an attractive image of the destination (Bonelli et al., 2019).

The influence of films on tourism interest is also known in the concept of film-induced tourism, which is the phenomenon of increased tourist interest in locations featured in films. The depiction of a place in a film can strengthen the image of a destination and increase the recognition of an area as a tourist destination (Huerta-Viso et al., 2024). This can also be seen in several Indonesian

films, such as *Laskar Pelangi* (2008), which introduced the beauty of Belitung, and *Ada Apa Dengan Cinta 2* (2016), which reinforced the image of Yogyakarta as a cultural tourist destination. These examples show that films can help attract public attention to a tourist attraction.

Sekayu Village is one of the oldest villages in the city of Semarang that still preserves its historical and cultural value amidst central development. This area features an environment that blends historical and cultural elements with the well-preserved way of life of the local community. However, based on an interview with the Head of the Neighborhood Unit five in Sekayu Village, the village is still not widely recognized by the general public as a tourist destination despite its rich historical and cultural potential. This situation indicates that the potential of Sekayu Village has not been matched by adequate promotion.

A tourist destination must have four main components known as the 4A concept, namely attraction, accessibility, amenities, and ancillary services (Cooper et al., 2005). Sekayu Village has reflected these four elements through its attractions in the form of historic buildings and cultural spaces. In terms of accessibility, Sekayu Village is located in the center of Semarang City, making it relatively easy for visitors to reach. Supporting facilities such as places of worship, parking areas, and access to information through digital platforms such as Google Maps also contribute to the potential of this area as a tourist destination. Despite this potential, tourist arrivals are still relatively low.

Digital technology has opened up new opportunities for promoting tourist destinations, particularly through audiovisual media. Visual content such as videos and films is considered effective in building a destination's image because it can present the atmosphere and character of a place in a way that appeals to the audience (Sawinska & Smalec, 2023; He, 2023). Although Sekayu Village has historical and cultural potential that can be developed as a tourist attraction, there is still a lack of audiovisual promotional media specifically designed to introduce the village to a wider audience through storytelling. Existing promotional videos generally present information through visual documentation of locations and activities in the village. While these videos provide an overview of Sekayu

Village, they contain limited storytelling elements that can help audiences better understand and experience the village. Therefore, there is need a promotional media that not only showcases the attractions of Sekayu Village but also presents them through a story that allows audiences to explore its history, culture, and atmosphere in a more engaging and memorable way.

Based on these issues, to the present there are not many short films that specifically highlight Sekayu Village as a tourist destination. Based on these issues, this study proposes the use of short films as a promotional medium to introduce Kampung Sekayu to a wider audience. Short films were chosen because they combine visual, audio, and narrative elements, thereby presenting the atmosphere and historical value of Sekayu Village in a more appealing way. The short film titled “The Memories of Sekayu” is aimed at the general public, especially domestic and foreign tourists who are interested in cultural tourism and alternative urban destinations, with the main target being young people aged 18–35 who actively use digital media and social media as sources of travel information.

1.2 Research Questions

To provide clear direction and focus in this study, the research questions are formulated as follows:

1. How is the pre production and post-production process of the short film to introduce Sekayu Village as a tourist destination in Semarang?
2. How is the audience's feedback to the short film produced as a promotional medium for Sekayu Village?

1.3 Research Objectives

Based on the research questions described above, the objectives of this study were formulated to provide clear direction for the research. The objectives of this study are as follows:

1. To describe the pre-production and post-production process in making a short film about Sekayu Village.

2. To obtain and analyze the audience's feedback to the short film produced as a promotional medium for Sekayu Village.

1.4 Benefits of Research

In addition to having specific objectives, this research is also expected to contribute both theoretically and practically. The expected benefits of this research are as follows:

1. Theoretical Benefits

This research is expected to contribute to the development of studies on the process of making short films, particularly in the production and post-production stages, as well as the use of films as a medium to introduce the potential of tourist destinations.

2. Practical Benefits

Practically, this research is expected to serve as an attractive source of information and visual reference for the public to learn about Sekayu Village as one of the areas with tourism potential in the city of Semarang.

1.5 Research Output

The output of this research was a 27-minute short film entitled “The Memories of Sekayu” which presents Sekayu Village and showcases its potential as a cultural tourism destination in the city of Semarang. The short film has been published through YouTube channel Bahasa Asing Terapan SV Undip as a promotional medium to introduce Sekayu Village to the wider audience.