

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

This section discusses the theories relevant to the study. These theories serve as the foundation for understanding the research topic and supporting the analysis conducted in this research.

2.1.1 Cultural Tourism

Tourism refers to travel undertaken by individuals or groups to destinations outside their usual places of residence for recreational, business, or other purposes over specific periods of time. According to the World Tourism Organization (UNWTO), tourism encompasses the activities of people who travel and stay in places outside their usual environment for no more than one year for vacation, business, or other reasons. Thus tourism involves not only visits to tourist attractions, but also tourists' interactions with the environment, local communities, and the potential of a region.

According to Throsby (2017), culture is a collection of values, beliefs, customs, and ways of life that a society possesses and passes down from one generation to the next. Culture reflects a region's identity and can be leveraged as a key attraction in tourism activities. One growing form of tourism is cultural tourism. According to Richards (2018), it is a travel activity related to cultural experiences in which tourists are interested in learning about and experiencing the various cultures found at a destination. Rather than merely visiting tourist sites, tourists seek to understand the lives of local communities through cultural elements such as performing arts, traditional architecture, regional cuisine, and traditions still practiced by the local people. Through these experiences, tourists gain a broader understanding of the culture and social life of the communities in the regions they visit.

Culture and tourism are closely intertwined. Culture often serves as one of the main attractions for tourists visiting a region. A place's unique cultural

characteristics can attract tourists and define the destination's identity. Additionally, tourism activities can introduce and preserve local culture to a wider audience. As tourism has grown, cultural tourism has evolved into various forms, including heritage, arts, culinary, film, and creative tourism. Cultural tourism is an important component of tourism destination development because it integrates cultural elements with tourism activities, benefiting local communities (Petrei et al., 2020).

2.1.2 Sekayu Village

Sekayu Village is one of the most historic villages in Semarang. In the past, the village served as a teak wood collection hub from various regions, which was later used to construct the Agung Demak Mosque. The name "Sekayu" comes from the phrase "sentral kayu" meaning wood hub, reflecting the area's role as a central collection point for timber. Sekayu Village is also home to the Taqwa Sekayu Mosque, which was built in 1413 and is one of the oldest mosques in Semarang. These historic buildings underscore the village's historical and cultural significance.

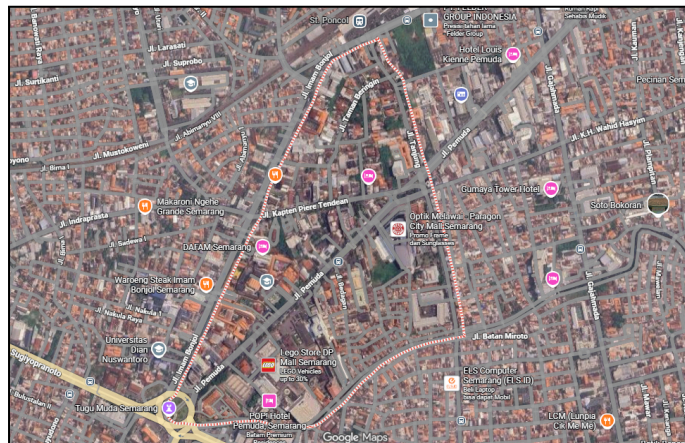


Figure 2.1 Map of the Sekayu Village Area

Sekayu Village is located at 457 Bedagan Street, Sekayu Subdistrict, Central Semarang District, Semarang City. This area is geographically situated in the heart of the city, making it easily accessible to both residents and tourists. The village's old buildings are well-preserved, and the area has great potential to be

developed as a tourist destination. With proper management and promotion, Sekayu Village could attract more tourists.

2.1.3 Digital Promotion

Digital promotion is a marketing strategy that uses digital technologies, such as the internet and social media, to share information and advertise products or destinations to a wider audience (Mitova et al., 2021). It is a vital part of marketing activities that introduce products, services or destinations to the public, capturing consumers' attention and interest. In the tourism industry, it is used to convey information about a destination's attractions in order to increase tourists' desire to visit. According to Sofronov (2019), in the tourism industry, promotion is a form of marketing communication that provides information about tourist destinations to visitors and builds a positive image of a place. With the advancement of technology and the internet, promotional activities are now largely conducted through digital media, known as digital promotion.

Digital promotion offers various benefits for tourism marketing. Digital media makes information about tourist destinations easily accessible to the public anytime, anywhere. Additionally, digital promotion can showcase engaging visual content, such as photos and videos, providing a clearer picture of tourist destinations. According to Chamboko-Mpotaringa and Tichaawa (2021), digital promotion helps tourism destinations reach a wider audience and increase tourist interest through online media. Furthermore, Dhankhar, Gaur, and Singh (2023) assert that digital promotion influences tourists' destination decisions, as many search for travel information online before embarking on a trip.

2.1.4 Short Film

As an audiovisual medium, film can convey messages through a combination of moving images, sound and narrative, providing audiences with an engaging experience (Pati & Kumar, 2023). As well as serving as entertainment, film can also be used as a tool for information, education, and promotion. Over time, film has become an effective means of conveying messages to the public

because it can present realistic visuals and evoke viewers' emotions (Dominguez-Azcue et al., 2021). Advances in digital technology have also made it increasingly easy to produce and distribute films through various social media platforms.

A short film is an audiovisual work with a runtime of typically less than 30 minutes and a simpler narrative structure than feature-length films. Despite their brief runtime, short films can effectively convey messages, ideas, and stories to audiences (Cao et al., 2021). The development of short films is currently accelerating rapidly, supported by advances in digital technology and online platforms, such as YouTube that facilitate distribution to a wide audience. There are various types of short films including experimental, commercial, public service, and entertainment, each with different purposes and functions in conveying messages to audiences (Huerta-Viso et al., 2024).

2.1.5 Video Making Process

The filmmaking process consists of several stages, ranging from the initial planning to the creation of a finished audiovisual work ready for release. In the film industry, these stages are typically divided to ensure production work proceeds in a structured manner. According to Babalola (2022), the film production process generally comprises three main stages pre-production, production and post-production. These stages are interrelated and must be carried out sequentially, as each one serves a distinct function in the filmmaking process.

2.1.5.1 Pre-Production

Pre-production is the initial phase of the filmmaking process, which involves developing ideas, planning, and establishing the production concept before shooting begins it plays a crucial role in determining the production structure (Babalola, 2022). During this phase several planning activities must be carried out before production begins, as follows:

1. Story Concept

A story concept is the fundamental idea on which filmmaking is based. It provides an overview of the theme, plot, characters, and intended message for the audience. During the pre-production phase, the story concept is developed before scriptwriting begins to ensure the story has a clear direction. According to Barnwell (2019), the story concept plays a crucial role in shaping a film's narrative structure. Various elements, such as characters, conflicts, and the sequence of events that form the plot, are developed from this concept.

2. Script Breakdown

A script is a written document that serves as the foundation for the video production process. It contains the plot, dialogue, narration, and technical instructions required during production. According to Parihar (2020), the script serves as the primary guide for the production team, helping them understand the story's content and the desired visuals, ensuring a more focused and consistent production process. Additionally, the script includes shot types and visual descriptions to support the visualization process during production (Momot, 2022). A clearly structured script allows the production team to more easily understand the requirements of each scene.

3. Production Storyboard

A storyboard is a series of images that visually represent the plot before production begins. It translates a written script into visual imagery, making it easier for the production team to understand. According to Figueiredo, Rebelo, Noriega, and Vilar (2022) a storyboard is defined as the presentation of a story through a series of images arranged in the order of scenes to help visualize the story from the script in visual form. Storyboards are often referred to as visual scripts because they serve a similar function to scripts but are presented in image form. Storyboards are not only used in films, but also in animation, advertisements, games, and

educational media. This demonstrates that storyboards play a versatile role in various visual storytelling needs (Perry, 2020).

A storyboard's primary function is to help organize and plan each scene before filming begins. This gives the video creator an initial idea of how each scene will be presented. It also serves as a visual guide for the director and production team to determine shot composition, camera movement, and scene order. A storyboard consists of several sequential frames, each depicting a single scene. This allows the narrative flow to be visualized without reading the entire script. Additionally, a storyboard facilitates the revision process before shooting begins because adjustments can be made earlier. According to Singh and Saha (2021), storyboards clarify the plot through structured visualization. Storyboards are generally created using templates that contain images or sketches, dialogue, narration, and additional descriptions, allowing information to be organized neatly and easily understood by the production team.

4. Filming Schedule

A filming schedule is a production plan designed to organize the entire film production process, ensuring it runs efficiently and effectively. It typically includes important details such as scene numbers, shooting locations, and start and end times for each shoot. The Assistant Director (AD) usually prepares the filming schedule, while the Production Director (PD) oversees the entire production schedule to ensure it stays on track with the established plan. Before shooting begins, the production team determines the technical requirements for each scene, such as camera setups, and breaks down the script and shot list. This allows the filming process to be carried out in a structured manner without wasting time. Creating this schedule is often challenging, especially for productions with limited budgets, as it requires balancing many factors, such as the availability of locations, actors, and crew, within a limited timeframe. Systematic planning is required to ensure the schedule is realistic, manages the team's work efficiently, and helps the production team

anticipate obstacles that may arise on set, allowing the shooting process to proceed as planned (Surakumpontorn & Tulawan, 2020; Lu, 2018).

5. Call Sheets

Call sheets are essential documents in the film production process. They are distributed to the entire crew and cast before shooting begins. They contain comprehensive information about the daily schedule, including dates, times, shooting locations, and activity details. Call sheets help every team member understand what they need to prepare, ensuring that the production process runs smoothly. Additionally, call sheets are an effective communication tool because they clearly summarize all important information in a single document. This minimizes coordination errors on set and ensures that everyone knows their role and responsibilities throughout the production. Call sheets allow the production team to work more effectively and anticipate potential challenges during filming. Once planning is complete, the production process can proceed more smoothly to the next stage (Surakumpontorn & Tulawan, 2020).

2.1.5.2 Production

The production phase is when filming takes place based on the plan developed during pre-production. All shooting activities are carried out according to a set schedule to ensure an efficient production process. During this phase, coordination and teamwork are essential to ensuring that filming proceeds as planned and that the visuals align with the established concept.

The selection of camera angles and shot types is a key to effective storytelling. Camera angles and shot sizes can influence how the audience perceives the situation, characters, and emotions intended to be conveyed in a scene. According to Walker and Boyer (2018), visual elements such as angles and shots support effective storytelling through video media. Filmmakers can direct the audience's focus and clarify the message intended for each scene by applying

a variety of filming techniques. Sanz-Aznar, Bruni, dan Soto-Faraco (2023) explain the types of camera angles and shot sizes as follows:

1. Camera Angle

A camera angle refers to the position or perspective from which the camera captures the subject. It is used to enhance the visual meaning conveyed in a scene. Each angle serves a distinct purpose in establishing atmosphere, illustrating relationships between characters, and influencing audience perception of a scene (Hanmakyugh, 2023).

- a. Eye Level

Eye level is an angle at which the camera is aligned with the subject's eyes. This angle creates a natural impression because it mimics the way humans see directly. It is typically used in dialogue scenes to create a sense of closeness and equality between the audience and the character, making the interaction feel more realistic.

- b. High Angle

A high angle is taken from a position higher than the subject. This angle often suggests that a character appears weaker, smaller, or less powerful. Additionally, a high angle can provide a broader view of the situation, helping the audience understand the scene's context.

- c. Low Angle

A low angle is a shot taken from below the subject. This technique makes the character appear stronger, more dominant, and more authoritative. In some scenes, a low angle is used for dramatic effect to emphasize a character's important role in the story.

- d. Bird's Eye View

A bird's eye view is a shooting angle taken from a high position above the subject, as if looking down. It is typically used

to show an entire location or environment, as well as the relationships between elements within a scene.

e. Frog's Eye View

A frog's eye view is taken from a low position, almost at ground level. This angle creates a unique and dramatic visual effect where objects appear larger and more dominant than they actually are.

f. Over the Shoulder

An over-the-shoulder shot is a camera angle taken from behind a character's shoulder. It is often used in dialogue scenes because it allows the viewer to see the character's perspective, fostering an emotional connection between the audience and the story.

2. Types of shots

In addition to camera angles, the type of shot also plays a crucial role in determining how close the subject appears within the frame. Each type of shot conveys a different focus and meaning, depending on the needs of the story (Elmezeny & Edenhofer, 2018).

a. Extreme long shot

An extreme long shot shows a very wide area and is typically used at the beginning of a film to establish the location or atmosphere. In this shot, the subject appears small, which emphasises the scale of the environment.

b. Long shot

A long shot shows the character's full body alongside the surrounding environment. This shot helps illustrate the relationship between the character and the setting or situation.

c. Medium long shot

A medium long shot frames the subject from the knees up. This composition is balanced because it shows the character's expression while still including part of the background.

d. Medium shot

A medium shot frames the subject from the waist up. Filmmakers often use this type of shot in dialogue scenes because it clearly shows facial expressions and body language.

e. Medium close-up

A medium close-up shows the subject's face up to the shoulders. This shot focuses on facial expressions and is suitable for scenes with intense emotions.

f. Close-up

A close-up shows the subject's face in greater detail. The audience can clearly see the character's emotions and reactions, which strengthens the emotional connection.

g. Big close-up

A big close-up focuses on specific parts of the face, such as the eyes or mouth. Filmmakers typically use this shot to emphasise very specific emotional details.

h. Extreme close-up

An extreme close-up shows very small details, such as the eyes or tears. This technique intensifies emotional moments and draws the audience's attention to specific details.

In videography, shot variations play a crucial role in conveying the story to the audience. Each shot size, from wide shots to extreme close-ups, serves a different purpose in terms of establishing mood, conveying the emotions of the characters, and highlighting specific subjects. Selecting the appropriate shots can enhance a video's engagement, guiding the audience's attention and facilitating narrative comprehension.

2.1.5.3 Post-production

Post-production is the final stage of film or video production. During this stage, all footage from the shoot is processed to create a finished product ready for viewing. Tasks during this stage include video editing, enhancing the audio

quality, adding music and visual effects, colour grading, and preparing the video for distribution. The aim is to ensure that the intended story is clearly conveyed to the audience while remaining true to the original concept (Ramamurthy, 2021). Activities carried out include selecting and cutting footage, structuring the narrative, adding music or sound effects, and dubbing or re-recording dialogue if the audio quality during shooting was insufficient. According to Maio (2024), there are nine main stages in the post-production process:

1. Image editing

The end result of this process is a professional, high-quality video, achieved by refining and enhancing all visual elements. The main tasks at this stage are:

- a. Cutting and arranging clips

The editing process involves selecting and arranging video clips to create a logical and engaging narrative flow. This process includes removing irrelevant footage, adjusting camera angles to look natural, and ensuring smooth transitions between scenes to maintain narrative continuity.

- b. Adjusting colour, brightness and contrast

The editing process involves adjusting colour, brightness, and contrast to make the video look cleaner and more visually appealing. These adjustments ensure that the colours and lighting in each scene are harmonious, create an atmosphere that aligns with the story, and minimise colour discrepancies that could disrupt the visual presentation.

- c. Adding effects

The editing process involves adding visual effects to make the story more vivid and easier to follow. These effects help viewers stay focused on the plot, emphasise key moments, and make transitions between scenes smoother.

d. Fine-tuning audio

The editing process involves refining the audio to improve sound clarity and balance. This step ensures that dialogue, background music, and sound effects are well balanced, resulting in a more enjoyable viewing experience and clearer delivery of the story's message.

2. Sound creation

This process involves recording or creating all the sounds for a video or film. It is a crucial stage in the sound design process and includes several key tasks:

a. Recording sound effects

The sound design process involves recording sound effects to capture relevant contextual sounds, such as footsteps, explosions, or natural ambience. Recording can be conducted on location or in a studio to ensure that the sounds feel natural and match the atmosphere of the scene.

b. Creating foley audio

The sound design process involves creating Foley audio in a studio, such as the sounds of breaking glass or a creaking door. These sounds are produced and recorded to match the on-screen actions, making the scene more vivid and realistic.

c. Creating an ambient soundscape

The sound design process involves creating an ambient soundscape that consists of background sounds used to set the mood or atmosphere of a scene. These sounds may include city noise, rustling wind, or distant conversations, which help immerse the audience and enhance the emotional impact of the story.

d. Layering and balancing

The sound design process involves layering and balancing all audio elements. The volume of dialogue, music, sound effects,

and background noise is carefully adjusted to ensure clarity and balance without any element overpowering the others.

3. Scoring and Securing Music

This stage involves creating original music for a film or video. The aim of the composer is to create music that evokes emotion and supports the narrative. Composers tailor the music to the theme, mood and rhythm of each scene so that it highlights key moments and helps the audience connect more deeply with the story. Depending on the desired effect, the music can be simple and minimalist or take the form of complex orchestral arrangements. With the right score, the audience's emotions can be guided more effectively, making the viewing experience richer. Meanwhile, securing music involves obtaining the rights to use existing music, which can be done in several ways:

a. Licensing

Licensing is the process of negotiating with and obtaining permission from copyright holders or music publishers to use specific songs in a film. This process ensures the legal use of music and typically involves paying licensing fees based on the duration of the song and the scope of its distribution.

b. Royalty-Free Platforms

Royalty-free platforms are services that allow songs to be used without the need for additional licences. These songs are pre-approved for use under specific terms, usually through a one-time payment or a subscription.

c. Original compositions

Original compositions are an approach that involves collaborating with professional or amateur musicians to create music tailored to the needs of a project. This approach ensures exclusivity and authenticity.

d. Using the right music

Using the right music is an essential step that ensures the selected music enhances the video's audio quality while complying with copyright laws and avoiding legal violations, whether through licensed songs or royalty-free alternatives.

4. Sound Mixing

Sound mixing is the process of combining dialogue, sound effects, and music to achieve a balanced sound. At this stage, each audio element's volume is adjusted so that they complement each other, not overpower each other, and support the film's narrative. This process requires attention to detail to ensure clear dialogue, precise sound effects, and music that emphasizes the emotion of the scene. A well-done mix creates an audio experience that supports the story and engages the audience emotionally.

5. Adding VFX

Adding VFX (Visual Effects) aims to create spectacular scenes that are impossible to achieve in real life. This technique allows for effects such as explosions, flying characters, or futuristic environments. CGI helps directors realize creative ideas that are difficult to capture live, adding stunning visual details and combining real and virtual elements to create a more immersive viewing experience.

6. Color Grading

Color grading is the process of thoroughly adjusting video colors to create a specific emotional impression. By adjusting hue, saturation, and contrast, color grading influences the atmosphere of a scene, accentuates visual elements, and maintains a consistent visual style throughout the film. This technique allows the director to direct the audience's perception, for example, using cool colors to convey sadness or warm colors to convey warmth and nostalgia. In addition to enhancing the visual appearance, color grading also strengthens the narrative by aligning the mood and story.

7. Generating Titles, Credits, and Graphics

This stage includes creating text such as opening titles, credits, and various graphics within the film. The opening titles introduce the film, director, and main cast. The credits acknowledge all parties involved in the production. On-screen graphics, such as data visualizations or introductory text, help explain information to the audience. The addition of these elements creates a professional impression, ensures important information is conveyed, and maintains visual consistency throughout the film.

8. Digital Cinema Package

The Digital Cinema Package (DCP) is a standard format for storing and distributing cinema-ready video. This format maintains consistent picture and sound quality across multiple screens and audio systems, ensuring the film is presented as intended. The DCP also includes metadata that facilitates playback and synchronization, resulting in a professional look and a seamless cinema viewing experience.

9. Advertising

The advertising stage uses video content designed to promote a specific product, service, or idea with the goal of capturing audience attention. These video advertisements can be tailored to various platforms, such as social media, television, or digital channels. The primary goal is to create engaging and persuasive videos that convey a key message and drive desired actions, such as purchases, sign-ups, or increased brand awareness. Common strategies include targeting specific demographics, optimizing content for different platforms, and using analytics to evaluate campaign effectiveness. With strong storytelling and dynamic graphics, businesses can enhance advertising appeal and effectively achieve marketing objectives.

2.1.6 Subtitling

Subtitling is a crucial step that takes place after production has finished. Its aim is to translate the dialogue from the actors' original language, or the source

language, into the target language. Subtitles are typically displayed at the bottom of the screen to facilitate the viewer's follow of the story (Fadli & Noviana, 2022). In the production of the short film "The Memories of Sekayu," subtitles adhered to duration and character count guidelines to ensure readability.

In the short film "The Memories of Sekayu," subtitles were added following duration and character count guidelines to ensure readability. Each subtitle consists of a maximum of two lines, with a duration of no more than eight seconds per subtitle, and a maximum of 37 characters per line, including spaces and punctuation. If a sentence is incomplete in one line, an ellipsis (...) is used at the end and beginning of the next line to indicate continuation (Hudi et al., 2020).

This study uses Gottlieb's (1992) ideas regarding subtitling technique. Ten strategies in Gottlieb's subtitling technique are:

1. Expansion; it is a technique that adds explanations for terms or cultural context that are difficult to translate directly.
2. Paraphrasing; it is a technique that changes the original sentence structure to conform to the rules of the target language, without changing the meaning.
3. Literal transfer; it is a technique that translates words directly without adding explanations, preserving the structure of the original text.
4. Imitation; it is a technique that copies the names of people, places, institutions, or special terms that are not translated.
5. Transcription; it is a technique that transliterates unique or unusual words from the source language into the target language.
6. Dislocation; it is a technique that emphasizes the visual or audio effects of the scene, such as musical notes that influence the meaning of the dialogue.
7. Condensation; it is a technique that condenses sentences to make them shorter without reducing the meaning.
8. Decimation; it is a technique that eliminates unnecessary words in scenes of fast-paced or unstructured dialogue.
9. Deletion; it is a technique that removes irrelevant parts of the text.

10. Resignation; it is a final technique when the meaning cannot be translated accurately.

By implementing these strategies and guidelines, it is hoped that the film's quality will be maximized and the story's message conveyed effectively.

2.1.7 YouTube as Social Media

YouTube is one of the most widely used social media platforms by Indonesians for various online activities, including education, entertainment, and Islamic outreach. Social media allows users to interact, share information, and actively participate. Furthermore, the information disseminated through this platform can be used by businesses or institutions to promote products, services, and educational content (Setiadi, 2023). According to Ryan, Jumadi, and Candra Dewi (2024), social media has several important characteristics that influence user interaction:

- a. User participation allows for feedback and contributions, making the relationship between the media and the audience more interactive.
- b. Openness allows everyone to participate through various available communication channels.
- c. Conversations enable two-way interaction between users.
- d. Communities facilitate fast and effective communication on specific issues or interests.
- e. Social media connectivity connects users through links, groups, and other online features.

The various features available on social media facilitate the exchange of information and interaction between users. However, this also presents challenges for businesses and content creators. Professional social media management can increase the effectiveness of marketing strategies, while suboptimal management can potentially undermine consumer trust in a brand (Hariri, 2024).

In particular, YouTube has become a favorite platform for Indonesians. According to research by Setiadi, Azmi, and Indrawadi (2019), YouTube has over one billion active users worldwide, with the majority of users aged 18–35 and

accessing content via mobile devices. The study conducted in Indonesia in collaboration with Kantar TNS showed that the average Indonesian YouTube user spends 59 minutes per day on the platform. Furthermore, 92% of Indonesian internet users admitted to searching for videos first on YouTube, demonstrating the platform's dominance in popularity over television.

YouTube functions as an online video-sharing site that allows users to upload and watch a variety of audiovisual content from around the world. One use of this platform is for tourism promotion, where interactive and educational videos are used to introduce new tourist destinations. This platform emphasizes engaging and easily accessible visuals and graphics, enabling effective promotion without requiring significant costs (Hariri, 2024).

2.2 Previous Studies

The first study cited as a reference is the research conducted by Priawan, Erwadi, Safrizal, and Akram (2024), titled "*Pembuatan Film Pendek "Balik Kampung" sebagai Media Promosi dan Pengenalan Wisata yang Ada di Bengkulu.*" This study aims to produce a short film as a tourism promotion medium to raise public awareness particularly among out-of-town tourists regarding the tourism potential of Bengkulu Province. The production of this film was motivated by the need of the Bengkulu Tourism Office to have a more engaging promotional strategy so that people outside the region would become aware of Bengkulu's tourist destinations. Through the short film "Balik Kampung," it is hoped that both residents of Bengkulu and visitors from outside the province will be interested in visiting the tourist attractions in the area. This study demonstrates that short films can serve as an effective promotional medium for introducing tourist destinations to the public.

The second study cited as a reference is the research by Prasetyo and Setyadi (2017) titled "*Perancangan Film Pendek Bertema Wisata dengan Pendekatan Storytelling sebagai Media Promosi Pulau Bawean.*" The study found that short films can serve as a more effective tourism promotional medium than conventional media because they are able to showcase the beauty of a destination

more vividly and attract the interest of tourists. This study produced a tourism promotional film titled “Discover the Hidden Paradise,” which successfully built a positive image of Bawean Island as a tourist destination through a storytelling approach.

Another work used as a reference is the Lahat tourism short film “Pariwisata Lahat The Hidden Paradise” which was uploaded by the Masabai YouTube channel in 2021. This film showcases the tourism potential of Lahat Regency through a visual storytelling approach, highlighting the natural beauty and various tourist destinations within a single region. The narrative is presented through an emotional and immersive visual journey, effectively introducing the diversity of tourist destinations in an engaging manner within a single storyline. This approach demonstrates how film can effectively communicate messages through the combination of moving images, sound, and narrative, creating an engaging experience for audiences (Pati & Kumar, 2023). Therefore, this short film serves as a relevant reference for the present study in demonstrating how audiovisual storytelling can be utilized to promote tourism destinations effectively.

Based on these three references, it can be concluded that short films have been widely used as a medium for tourism promotion. However, there are still several shortcomings that present research gaps. Previous studies have focused more on the production of promotional media in general at a broad regional scale, namely the provincial level. Additionally, some works lack English subtitles, limiting their reach to an international audience. Existing promotional films also tend to focus on showcasing the beauty of destinations through a series of scenic views and tourist activities, without presenting a strong and emotional narrative that can foster a connection between the audience and the destination. Therefore, this study developed the short film “The Memories of Sekayu” which focuses on promoting a village-scale tourist destination using a more emotionally engaging storytelling approach and is equipped with English subtitles to reach a broader audience as a promotional medium for Sekayu Village in Semarang City.