

CHAPTER IV

RESULT AND DISCUSSION

4.1 Result

This study used the research and development (R&D) method to create the short film *The Memories of Sekayu*. This method was chosen to ensure the film's development could be carried out systematically and in phases, ultimately resulting in a final product ready for use as a promotional medium. The development stages were based on the simplified eight-stage Borg and Gall (1983) model: research and information gathering, planning, developing a preliminary product, preliminary field testing, main product revision, operational field testing, final product revision, and dissemination and implementation. The film development process was carried out through these stages, from initial information gathering to product publication. This research was conducted in collaboration with fellow researcher Kharisma Dilla Noviana.

In practice, the film production process is divided into three main stages: pre-production, production and post-production. The pre-production stage involves developing the concept, writing the script, creating the storyboard, and making technical preparations. These tasks are carried out by the researcher in collaboration with Kharisma Dilla. Kharisma Dilla describes the production stage in detail, while the researcher describes the post-production stage, which encompasses editing, audio mixing, colour grading and film finalisation. The result of this development process is the promotional film *The Memories of Sekayu*, which has been published via digital media to disseminate the product. In this chapter, the researcher will provide a more detailed description of each stage of the film's development.

4.1.1 Research and Development Process

The development of the short film *The Memories of Sekayu* was carried out using the Research and Development (R&D) method adapted from the eight

development stages proposed by Borg and Gall (1983). The following sections describe the implementation of each stage of the development process.

4.1.1.1 Research and Information Collecting

In the early stages of developing the film *The Memories of Sekayu*, research and information gathering were conducted as the primary foundation for determining the conceptual direction, selecting locations, and developing the film's narrative. Based on the results of field research, Sekayu Village was chosen for its historical significance, the visual character of the old village area, and its potential as a growing tourist destination in the city of Semarang. To obtain data supporting the film's conceptual development, research and information gathering were conducted using several techniques: observation, surveys, and documentation. Each technique yielded findings that played a role in determining the film's visual concept and narrative, as explained below:

a. Observation

Based on direct observations conducted on February 25, 2026, in Sekayu Village, the researcher visited the site to evaluate the overall environmental conditions for the study. The researcher spent one day directly observing the village atmosphere and the character of the buildings. These observations revealed that Sekayu Village retains its authentic buildings and possesses a village atmosphere of the 80s characterized by a calm environment, traditional neighborhood setting, and houses that have stood for a long time, creating a setting that could support a nostalgic short film. Additionally, the direct observations revealed that Sekayu Village has not yet shown signs of becoming an officially developed tourist destination, such as clear management of the tourist area or tourism promotion, despite its potential in the form of authentic houses and an attractive environment. These findings reinforce the researcher's decision to designate Sekayu Village as the main filming location, as it has potential for development and promotion as a tourist destination.



Figure 4.1 Observation of the Sekayu Village area

b. Survey

On March 5, 2026, the researcher conducted a field survey of the Sekayu Village area to assess its suitability as a filming site. This activity involved directly observing several points in the village and considering how well the location aligned with the storyline and how easy it would be to access during the production process. The researcher also interviewed a local resident to identify notable locations in Sekayu Village. To corroborate this information, the researcher interviewed the Sekayu Head of Neighborhood Unit to confirm the locations' potential. Based on the survey results and interview findings, several interesting locations were identified as suitable for development as part of Sekayu Village's potential. Based on these findings, the researcher identified three primary filming locations NH Dini's house, Taqwa mosque, and Gethe Cafe. The selection was based on the idea of showing Sekayu Village through places that are easy to recognize and commonly found in everyday life. NH Dini's House was chosen because it is the house of a well-known writer, making it an important historical place in the village. Taqwa Mosque represents a place of worship that reflects the daily life of the local community and has historical value, making it an appropriate location to introduce Sekayu Village. Meanwhile, Gethe Cafe was selected because it offers a unique traditional cafe concept in a village environment, making it an interesting

part of Sekayu Village. These three locations help introduce Sekayu Village in a simple and relatable way.



Figure 4.2 Survey of the shooting location

c. Documentation

During the field research process, the production team collected documentation in the form of photographs, videos and audio recordings of each activity. This documentation was used to inform the development of the film's visual concept, the creation of storyboards, and the planning of the next production phase.



Figure 4.3 Documentation of field activities

4.1.1.2 Planning

During the planning phase, the researcher identified and developed the story concept, script breakdown, production storyboard, filming schedule and call sheets. This planning stage is a crucial component because it sets the direction for the entire film production process, ensuring it is more structured and organized while minimizing obstacles during the filming process. This aligns with Babalola (2022), who states that the planning stage in pre-production encompasses several key components of film production preparation. The following is an explanation of each part of the planning phase based on Babalola (2022), which has been applied in the production process:

1. Story Concept

The story concept served as the initial stage in the development of the short film, providing the main idea and narrative structure before entering the scriptwriting and storyboard creation process. The title "The Memories of Sekayu" was chosen because the film explored memories of the past through a series of flashbacks experienced by the main characters. In addition, the film aimed to introduce Sekayu Village as a place rich in stories and memories.

The short film belonged to the romance genre, focusing on the emotional impact of a past relationship. The story centered on two main characters, Kaluna and Shaka, who had different ways of preserving and reflecting on memories. Kaluna was portrayed as someone who enjoyed reading books and writing. Writing became her way of expressing feelings and recording meaningful experiences in her life. In contrast, Shaka enjoyed photography and used it to capture meaningful moments through his camera. These characteristics supported the film's central theme of memories and nostalgia, as both characters preserved the past through different forms of expression. Besides the two main characters, the story was supported by six supporting characters who contributed to the development of the plot and the growth of the main characters.

The story concept included the title and its meaning, a synopsis, the message and moral values of the story, a cast list, and a scene-by-scene script containing descriptions of scenes, dialogues, time settings, and locations. The story concept was developed before the scriptwriting and storyboard stages to help organize the narrative structure and facilitate the film production process. Furthermore, it enabled the researcher to communicate the storyline more effectively to the academic advisor and the production team. For a detailed storyboard, please refer to Appendix 5 on page 76.

2. Script Breakdown

The filmmaking process began with developing a script for the tourism promotional short film. At this stage, the researcher wrote the story, focusing on the intended key message, the attractions to be featured, and a simple yet engaging plot. The story was crafted to clearly convey the destination's atmosphere to the audience. Once the script was complete, the researcher consulted with the supervising lecturer to receive feedback on the script's suitability. The researcher then used the feedback to revise and refine the script, making it clearer and more coherent. Next, the researcher and the videographer conducted a script breakdown to outline the content in greater detail.

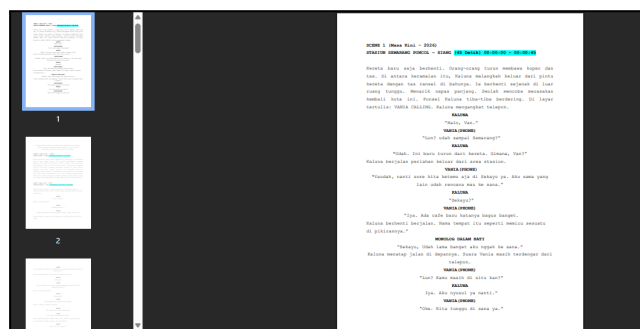


Figure 4.4 Script

3. Production of Storyboard

The storyboarding phase was conducted as a visual guide before filming began. During this phase, the researcher visited Kampung Sekayu

for the first time to survey the location and identify spots for filming. The researcher documented several angles of the location that aligned with the story's needs during this activity. This documentation was then used to create a storyboard in the Canva application to visualize the narrative flow in accordance with the location's actual conditions. This storyboard details each scene, including timestamp, location, set type, shot type, talent actions, and script. The storyboard serves as a guideline for the entire production team, allowing the filming process to proceed in a more focused, planned, and efficient manner.

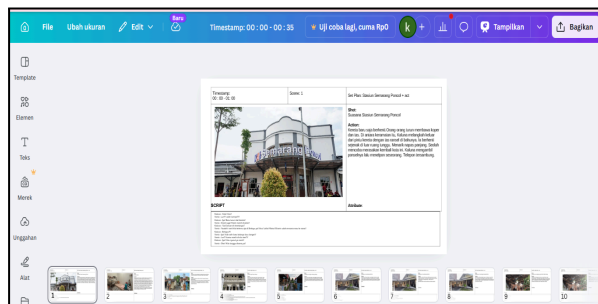


Figure 4.5 Storyboard

4. Filming Schedule

At this stage, the researchers and videographers have developed a filming schedule to serve as a guide for the film production process. This schedule was created to ensure that all filming activities proceed in an orderly and effective manner, in accordance with the previously established plan. The filming schedule for this production consists of two main components: location surveys and permits, and the shooting schedule, which are described as follows:

a. Location Survey Permit

A site survey and permitting phase was conducted to ensure that the locations were ready before production began. During this phase, the researchers visited Kampung Sekayu to evaluate the on-site conditions and obtain the necessary permits from the relevant authorities for filming and image capture. The survey

1	A	B	C	D
1	Jam	Kegiatan	Lokasi	Keterangan
2	08.00 - 10.00	Preparation	Gazebo (Depan Cafe Gethe)	Persiapan & Set Up
3	10.30 - 12.00	Opening Scene (Scene 1)	Stasiun Pencil	Ambil shot Kakuna tiba. Manfaatkan natural light siang hari. >>
4	12.00 - 13.00	Ishoma (Sholat Jumat) & Perpindahan	-	Perjalanan ke area Kampung Sekayu.
5	14.00 - 16.30	Sekayu Heritage (Scene 3 & 4)	Masjid Taqwa & Gang Sekayu	Establishment shot masjid dan interaksi dengan warga.
6	16.30 - 18.00	Golden Hour (Scene 5 & 6)	Rumah NH Dini	Ambil momen emotional saat langit mulai gelap (Sore menjelang Petang)>>
7	18.30 - 20.30	Night Street (Scene 10 & 11)	Bangku Kampung & Depan Rumah	Ambil shot malam hari di gang dan keputangan Kakuna >>

Figure 4.7 Shooting Schedule

5. Call Sheets

The call sheet serves as a work guide for the entire production team throughout the shoot. In the early stages of production, the call sheet is tailored to the shoot's needs, focusing not only on the filming process, but also on preparations such as rehearsals, script readings, costume and prop preparation, and more. The goal of this stage is to ensure that all production elements are well-prepared, allowing the production process to proceed in a focused and coordinated manner. The following are the details of the activities listed in the call sheet:

a. Rehearsals and Reading

The rehearsal and script reading phase is part of the pre-filming preparation. It helps the actors understand the script, delve into their characters, and build team cohesion before filming begins. First, the researcher determined the schedule so that all parties could set aside time and prepare. Then, the researcher met with the actors, Roni and Assita, to start the script reading session. In addition to meeting with the actors, the researcher held a briefing with the videographer regarding technical production preparations. During the session, the researcher and videographer observed the reading to evaluate the actors' understanding of their roles and the plot. After the reading was finished, rehearsals continued at the designated filming location. These rehearsals were conducted on location so that the actors could become accustomed

to the setting and adjust their expressions, movements, and positions according to the needs of each scene. These rehearsals also guided the actors in building chemistry so that their interactions on camera would appear more natural.



Figure 4.8 Rehearsals and Reading

b. Clothes and Properties

At this stage, the researcher selects the costumes and props that the actors used during filming. Costumes are selected to match the role and situation in the story, and props are prepared based on each scene's needs. Once these requirements have been established, the researcher prepares supporting equipment, such as makeup, props, and refreshments, for the actors during production. These preparations ensure that the actors feel comfortable and can focus on their performances without worrying about technical needs during filming.

4.1.1.3.2 Post-Production

a. Image Editing

After the shooting was complete, the next step was the post-production phase, which involved selecting the recorded footage. This selection process was carried out to choose videos with the best visual and audio quality that aligned with the story's needs. The selected footage was then arranged in sequence based on the pre-designed storyline. The next step was the video editing process. During this process, the editor used Premiere Pro and CapCut Pro application as the primary software to assemble and process the recorded footage. Editing involves cutting and arranging each scene so that the film's duration and rhythm flow smoothly according to the story's needs. Additionally, the editor adjusts colors, adds transitions, and processes the audio to enhance the film's atmosphere. The editing process is carried out in stages with meticulous attention to detail to ensure the narrative is conveyed clearly and the intended emotions resonate with the audience.

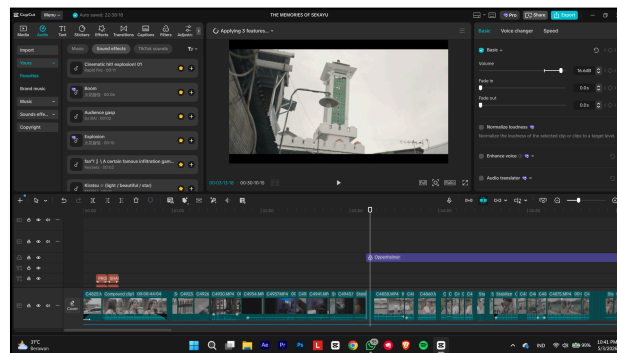


Figure 4.10 Editing Process

b. Sound Creation

The next stage is sound editing. During this stage, the editor manages all the audio elements used in the short film. The process involves selecting and arranging audio tracks, cutting out unnecessary dialogue, and reducing noise or background interference to ensure clearer audio quality. In the short film *The Memories of Sekayu* voice-overs were

also added to certain sections to help clarify the plot and reinforce the message intended for the audience.

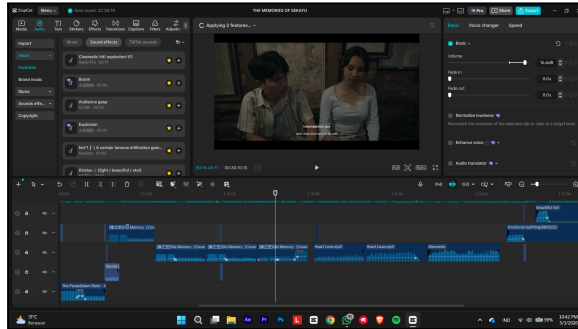


Figure 4.11 Audio Editing Process

c. Scoring and Securing Music

Once the sound editing process is complete, the next step is to select background music that matches the mood of the short film *The Memories of Sekayu*. The music is chosen to support the storyline and blend seamlessly with the visuals and emotions in each scene. The musical tones used tend to be warm, nostalgic, romantic, and emotional, thereby reinforcing the film's narrative. The music is sourced from a royalty-free music platform to ensure it is free from copyright infringement and can be used for publication purposes. Once the music is selected, the next step is to synchronize the narration, dialogue, ambient sounds, and music through the sound mixing process. This process is carried out to maintain volume balance so that the narration remains clear without diminishing the emotional impact of the music accompanying each scene.

d. Sound Mixing

The next stage is the sound mixing process. At this stage, all audio elements are arranged so that they blend together and are pleasant to listen to. The goal is to ensure that every sound whether narration, dialogue, ambient sound, or music is balanced appropriately so that the story's emotions are effectively conveyed to the audience. Sound effects are added to make the film's sounds more natural. Meanwhile, some of background music used by the researcher in this short film include:

1. Ambience of the City Road 1
2. Romantic Piano
3. Beautiful Wild Nature
4. Piano Emotional
5. School Introduction, Advertisement, Bright, Acoustic Guitar, Piano (1511199)
6. Sound of The Clock “citchitchitch”
7. 缘之空] Old Memory (Cover 市川淳)
8. Memories
9. Emotional Uplifting (880023)
10. Beautiful Girl
11. Sad But Happy

All audio is sourced from a royalty-free music platform CapCut application to ensure compliance with copyright laws. Once all audio elements have been combined, the volume is adjusted so that the narration remains clear without diminishing the emotional impact of the music and background sounds that accompany each scene.

e. Color Grading

The next stage was the color grading process, which involved adjusting color, lighting, and tone to unify the visual appearance of each scene. This process was carried out to ensure the entire film maintains a consistent aesthetic and effectively reinforces the atmosphere of the story being told. In the short film “The Memories of Sekayu” the color grading process was handled independently by the editor, who adjusted the colors until the desired visual look was achieved. These adjustments focused on distinguishing the atmosphere between present-day and past scenes, allowing the audience to perceive the passage of time through the color tones used. In addition, the editor applied the Oppenheimer effect to give the flashback scenes a cinematic, warm, and dramatic feel. This color grading helps unify all the footage and enhances the nostalgic and emotional tone, which is a crucial element of the film’s storytelling.

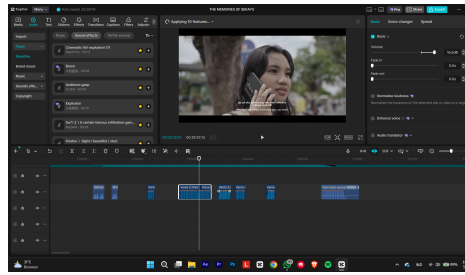


Figure 4.12 Color grading for present scene

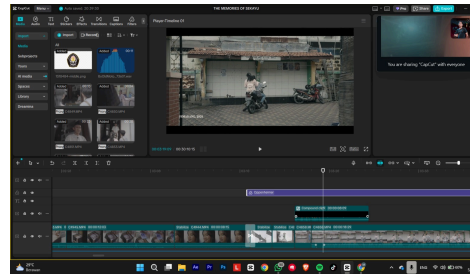


Figure 4.13 Color grading for past scene

f. Generating Title, Credit, And Graphics

The next stage in the post-production process is the creation of graphic elements, including the closing credits. In the film “The Memories of Sekayu” the credits are shown only at the very end of the film so as not to disrupt the narrative flow at the beginning. The credits were set using the System font with a size of 5 and a scale of 10. The closing credits list the cast, the production team, and others involved in the filmmaking process.

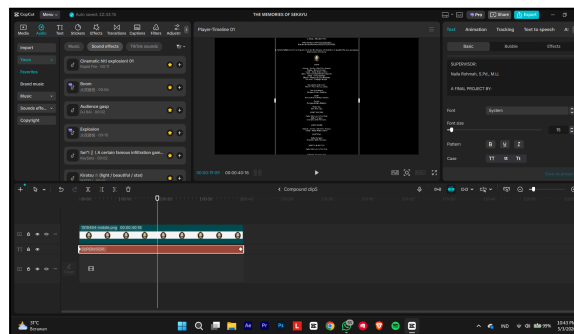


Figure 4.14 Closing Credit

In the closing scene the short film titled “The Memories of Sekayu” appears to reinforce the film’s identity and leave a more lasting impression on the audience. The titles were set using the Hadline Two HLPS font with a size of 15 and a scale of 28-55.

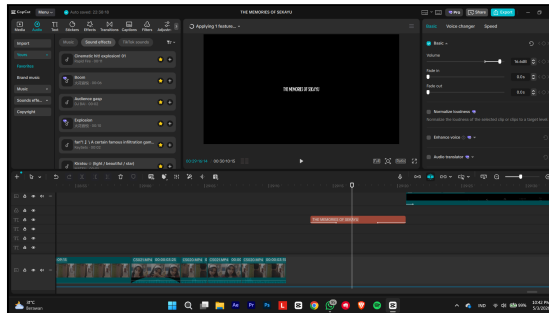


Figure 4.15 Title in short film

g. Advertising

During the promotional phase for the short film “The Memories of Sekayu” various visual and digital communication strategies were employed to introduce the film to a wider audience. The initial phase involved creating promotional materials such as posters and video clip designed to capture the audience’s attention and spark their curiosity. Subsequently, social media was used as the primary channel for distributing promotional content. In this study, the platforms used were Instagram and WhatsApp, as they were deemed effective for reaching the target audience, particularly the younger demographic. The film posters were published through the author’s personal Instagram account, while WhatsApp was used to disseminate information more directly and personally to the audience. Among all the promotional materials created, the posters served as the primary medium for introducing the film.



Figure 4.16 Short Film Poster

4.1.1.3.3 Subtitle

This stage is a crucial part of the post-production process with the addition of subtitles. In the short film “The Memories of Sekayu” English subtitles were added to expand the film’s reach, particularly to international audiences who do not understand Indonesian. With subtitles, the film’s message and storyline can be understood more clearly by a wider audience. During the production process, the editor used CapCut Pro application inserts and adjusted the subtitles to match the film’s visuals. The subtitles were set using the System font with a size of 8 and a scale of 39. The subtitles were formatted to remain easy to read, clear, and unobtrusive.

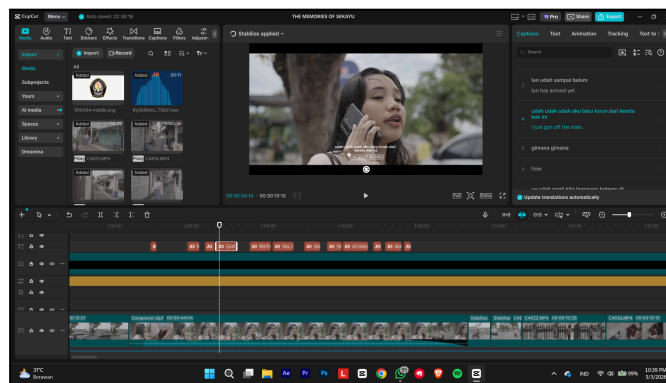


Figure 4.17 Subtitling The Memories of Sekayu

4.1.1.4 Preliminary Field Testing

The initial field test phase is part of the preliminary evaluation process in this research, which involved presenting a short film that has undergone initial editing to the supervising lecturer. During this phase, the short film “The Memories of Sekayu” was evaluated in terms of its plot, visual quality, and the accuracy of the subtitles.

As part of the product feasibility assessment, the supervising lecturer is asked to complete three validation forms prepared by the researcher. These forms include three assessment categories the product is ready for use without revisions, the product is ready for use with revisions as suggested, and the product is not yet ready for use. Additionally, the validation forms consist of the material expert validation and media expert validation aspects. In the material expert validation

aspect, the supervising lecturer assesses the clarity of the storyline, the alignment of the content with the short film's theme and objectives, the use of language in dialogue, the conveyance of emotions through narration and dialogue, the effectiveness of flashback scenes, the film's success in introducing Sekayu Village through the story and visuals, the alignment of visual elements and locations with the story's atmosphere, and the accuracy of subtitles matching the spoken dialogue. Meanwhile in the media expert validation aspect, supervising lecturers assess the video's visual presentation, the use of color, text, images, and layout, audio quality, the smoothness of video transitions, the appropriateness of the video's duration, the ease of access to the media for users, the video's effectiveness in conveying information, and the video's suitability as a promotional medium. The validation form also includes a section for validators' critiques and suggestions to serve as material for evaluating and refining the product.

The results of the validation conducted on May 26, 2026 indicate that the short film "The Memories of Sekayu" is deemed suitable for use with some revisions in accordance with the supervising lecturer instructor's guidance. The suggestions and feedback received at this stage served as an important reference for the researcher in making improvements before proceeding to the next testing phase.

**SURAT PERNYATAAN VALIDASI
DOSIS PEMBIMBING TUGAS AKHIR**

Saya yang bertanda tangan di bawah ini:

Nama : Nulis Rubrah S.Pi, M.Li.
NIP : 19811226201462001
Pekerjaan : Staf Ahli Bidang Pengembangan

Mengatakan bahwa proyek tugas akhir saya memuat hal-hal sebagai berikut:

Nama : Dedy Fonyas
NIM : 490302300907
Judul : Sekayu Village as a Potential Tourist Destination in Semarang
Jenis TA : Creative A Short Film of "The Memories of Sekayu" in Potential Sekayu Village as a Potential Tourist Destination in Semarang

Setelah dilakukan penilaian atas proyek tersebut dapat dinyatakan:

<input type="checkbox"/>	Layak digunakan tanpa revisi
<input checked="" type="checkbox"/>	Layak digunakan dengan revisi sesuai saran
<input type="checkbox"/>	Tidak layak

Definisi surat validasi ini dibuat agar dapat dipergunakan sebagaimana mestinya.

Semarang, 26 Mei 2020
Validasi:

Nulis Rubrah S.Pi, M.Li.
NIP. 19811226201462001

Catatan:
Pungutan Kotoran sheet (s.d.k)

**Form of Validation Product
The Memories of Sekayu**

Validator: Nulis Rubrah S.Pi, M.Li.
Date: 14. Mei. 2020
Material Expert Validation

Please check/one of the selected answer (✓)

- Is the storyline presented clearly and easy to understand?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Is the material presented relevant to the theme and objectives of the short film?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Is the language used in the dialogue clear, natural, and appropriate for the audience?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Are the narrative and dialogue natural and emotionally engaging?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Does the flashback storyline effectively convey the emotional resonance between the characters?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Does the film successfully introduce Sekayu Village through the storyline and visuals?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Are the visual elements and location choices supporting the story development?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Do the subtitles accurately reflect the meaning of the spoken dialogue?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Is there any additional information that should be added to make the video more informative and engaging? If yes, please explain.
The subtitle for the last sentence can be added.
The subtitle information should be added.

18. Criticism and suggestion (come with another sentence if possible, as follows):
- Please use more interesting in subtitle.
- The credit font is a bit too small, make it bigger.

**Form of Validation Product
The Memories of Sekayu**

Validator: Nulis Rubrah S.Pi, M.Li.
Date: 14. Mei. 2020
Material Expert Validation

Please check/one of the selected answer (✓)

- Is the visual appearance of the video attractive, nice and appealing?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Are the colors, text images, and layout used appropriately?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Is the audio quality clear and easy to understand?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Are the transitions and flow of the video smooth and understandable?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Is the duration of the video appropriate and not excessive?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Is the overall video display suitable for the target audience?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Does the short film support the delivery of information effectively?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Is the short film suitable to be used as a promotional video?
 Not Suitable Fairly Suitable Suitable Very Suitable
- Is there any additional information that should be added to make the video more informative and engaging? If yes, please explain.
The subtitle for the last sentence can be added.
The subtitle information should be added.

18. Criticism and suggestion (come with another sentence if possible, as follows):
- Please use more interesting in subtitle.
- The credit font is a bit too small, make it bigger.

Figure 4. 18 Signed Validation Form

4.1.1.5 Main Product Revision

After receiving validation results from the supervising lecturer stating that the short film “The Memories of Sekayu” was suitable for use with revisions as suggested, the researcher proceeded to the revising main product phase. Revisions were made based on the critiques and suggestions provided by the supervising lecturer to improve the final quality of the short film, both in terms of content and visual presentation. This revision phase was carried out in stages, starting with improvements to the storyline, subtitles, visual presentation, and other supporting elements to ensure the final film was clearer, more enjoyable to watch, and aligned with the research objectives.

Based on the results of the evaluation, there are several aspects that need improvement in the short film *The Memories of Sekayu*. Revisions were made to the scenes, subtitles, closing credits, information in the flashback scenes, the chat room interface, and the use of background music. The revisions made can be explained as follows:

1. Scene Reduction

In this short film, the researcher initially included a scene of Kaluna leaving the café and walking alone around Sekayu Village while waiting for Shaka to arrive. However, based on feedback from the supervising lecturer instructor, the scene was deemed to lack clarity in the plot and had the potential to lead to differing interpretations among viewers. Therefore, the researcher revised that section by simplifying the scene's flow to keep the story focused and easier to understand. The revision involved showing Kaluna remaining inside the cafe while waiting for Shaka, making the story's context appear clearer and more natural.



Figure 4.19 Before Scene Reduction



Figure 4.20 After Scene Reduction

2. Subtitle Revision

During the subtitling process for the short film “*The Memories of Sekayu*” the editor used the auto-caption feature in the CapCut application to automatically generate text based on the dialogue in the film. After the subtitles were created, the researcher made further adjustments to the English translation to ensure the meaning of the dialogue remained consistent with the original context of the conversation in Indonesian.

Additionally, the duration of the subtitle display was adjusted to match the pacing of the dialogue in each scene making the subtitles easier for viewers to read.

Following a mentoring session with the supervising lecturer instructor, the researcher received feedback regarding the quality of the subtitles, particularly concerning word choice and the alignment of the translation's meaning with the story's context. Consequently, certain sections of the subtitles were revised to sound more natural, be easier to understand, and align with the dialogue used in the film. Some of the improvements made to the translated text include:

Table 4.1 Subtitle Revision

Scene	Bahasa Indonesia	Bahasa Inggris	Setelah Revisi
1	Hei halo Van	Hai, halo, Van.	Hi, Van!
	Udah, aku baru turun dari kereta ko ini, gimana-gimana	Alright, I just got off the train. What's going on?	Yeah, I just got off the train. What's going on?
3	Kampung Sekayu? kayaknya aku pernah denger. Tapi dimana ya?	Sekayu Village? I feel like I've heard of it. But where is it?	Sekayu Village? I feel like I've heard of it. But I can't remember where.
4	Nggak enak aja, sini kamu!	Stop it, come here!	I'm not, come here!
7	Semarang, oh iya.	Semarang, oh right.	Oh, Right.
8	Berarti maksud kamu hadiah ini bisa jadi pengingat buat apa yang kita lakukan hari ini?	So, it's meant to remind us of what we did today?	This gift can be a reminder to remind us of what we did today?
	Sama-sama	You're welcome.	No problem.
	Eh, foto dulu yuk.	Let's take a photo.	Let's take a picture.

Scene	Bahasa Indonesia	Bahasa Inggris	Setelah Revisi
	Yakin cuma gitu doang?	It's just like that?	That's all?
	Lucu gimana?	Funny how?	Why?
9	Bingung kenapa?	About What?	What is it about?

3. Flashback Information Addition

In some flashback scenes, the researcher initially relied solely on scene transitions and visual cues to indicate shifts in time within the story. However, based on feedback from the supervising lecturer, these time shifts were still unclear to the audience. Therefore, the researcher added information such as city names and years to both the present-day and past scenes to help the audience more easily understand the story's temporal and spatial setting.



Figure 4.21 Before Flashback Information Addition

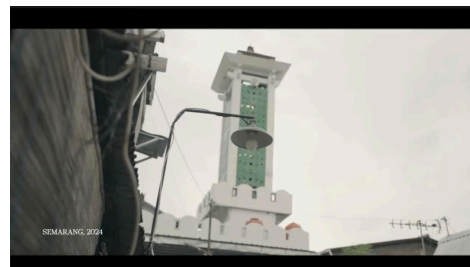


Figure 4.22 After Flashback Information Addition

4. Room Chat Scene

In the chat room interface, the researcher initially used only Indonesian dialogue consistent with the original story. However, based on the advice of the supervising lecturer, English translations needed to be added to that section to maintain the film's bilingual concept. Therefore, the researcher added English to the dialogue so that the information in the chat room could be more easily understood by a wider audience.

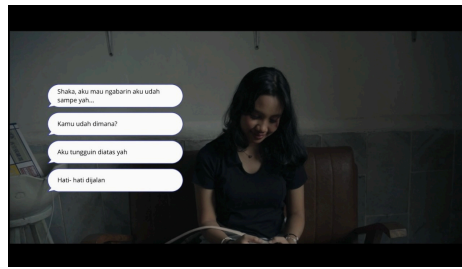


Figure 4.23 Before Room Chat Translation

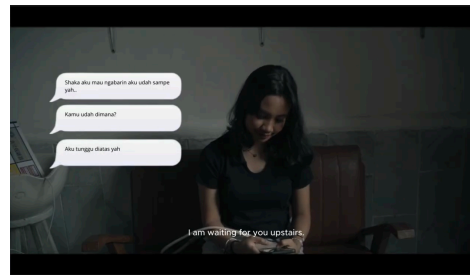


Figure 4.24 After Room Chat Translation

In addition to adding English translations, the researcher also made several improvements to the chat room interface. Previously, the conversation display only showed simple text messages. After the revision, the researcher added message timestamps and double-check marks to the messages. These additions made the chat room look more similar to a messaging application commonly used in daily life. Furthermore, the conversation flow became clearer, making it easier for the audience to understand the storyline.

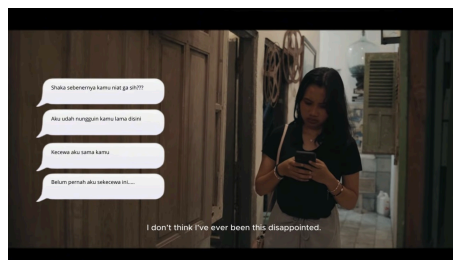


Figure 4.25 Before Room Chat Display

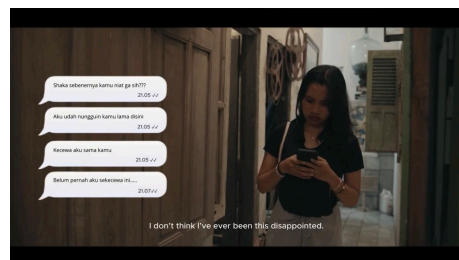


Figure 4.26 After Room Chat Display

5. Closing Credit Revision

In the closing credits the editor initially used a font size of 5 and a scale of 10 with the System font so that all names and information could fit on a single screen. However based on feedback from the supervising lecturer instructor, the text in that section appeared unclear when displayed on screen, making it quite difficult for the audience to read. Therefore the

researcher revised the text by increasing the font size to 8 scale 39 with the System font, so that the displayed information would be clearer, neater, and easier to read.

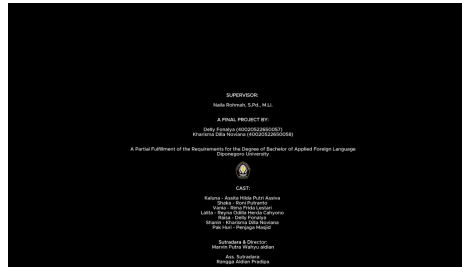


Figure 4.27 Before Closing Credit Revision



Figure 4.28 After Closing Credit Revision

4.1.1.6 Operational Field Testing

After the main product revision phase was completed, the researchers conducted an operational field test to gather audience feedback on the short film “The Memories of Sekayu”. In this phase, the revised short film and an evaluation questionnaire were distributed to respondents via Google Forms. This platform was used to facilitate the distribution of the film and the collection of research data. Through a single link, respondents could watch the film first and then fill out the questionnaire online. Data collection took place from May 27 to 31, 2026.

A total of 20 respondents participated in this test, consisting of two village officials, four residents of Sekayu Village, two foreigners, ten members of the general public, and two media professionals. These respondents were selected to provide evaluations from different perspectives. Village officials were involved to assess the accuracy of the information about Sekayu Village presented in the film. Meanwhile, residents of Sekayu Village were involved to assess whether the village was portrayed in accordance with its actual conditions. Foreigners were involved to assess whether the information presented in the film could be understood through the use of English subtitles. Members of the general public were involved as potential viewers to assess the storyline, the emotional delivery of the actors, and the audio-visual quality of the short film. In addition, media

professionals were involved to provide evaluations of the film's technical quality and its presentation as a promotional medium.

Data were collected via a questionnaire containing ten statements covering content, audiovisual, and linguistic. The results of respondents' evaluations of the short film *The Memories of Sekayu* are presented in Table 4.2 below.

Table 4.2 List of Statements

No.	Statements	Average	Interval
1	The storyline of the short film <i>The Memories of Sekayu</i> is easy to follow.	3.40	Strongly Agree
2	The actors and actresses in the short film " <i>The Memories of Sekayu</i> " effectively convey emotions that support the narrative.	3.40	Strongly Agree
3	The short film " <i>The Memories of Sekayu</i> " clearly showcases the village of Sekayu in several scenes.	3.40	Strongly Agree
4	This 27-minute short film is enjoyable and not boring.	3.45	Strongly Agree
5	Every scene in <i>The Memories of Sekayu</i> features high-quality cinematography.	3.35	Strongly Agree
6	The audio quality in the short film " <i>The Memories of Sekayu</i> " is clear and easy to understand.	3.35	Strongly Agree
7	The background music in the short film " <i>The Memories of Sekayu</i> " blends seamlessly with the atmosphere of each scene.	3.45	Strongly Agree
8	The subtitles in the short film " <i>The Memories of Sekayu</i> " are easy to understand.	3.45	Strongly Agree
9	The subtitles in the short film " <i>The Memories of Sekayu</i> " are accurate and in sync with the audio.	3.50	Strongly Agree

10	The subtitles in the short film “The Memories of Sekayu” are clear and easy to read.	3.55	Strongly Agree
----	--	------	----------------

Based on the results of the evaluation of the ten statements in the questionnaire for the short film “The Memories of Sekayu” it could be concluded that respondents gave very positive feedback on the quality of the film. All evaluated aspects received an average score in the “Strongly Agree” category, indicating that the film was well received by various groups of respondents. In terms of content, the film’s storyline received an average score of 3.40. This result indicated that the storyline was easy to understand and could be followed well by the audience. Additionally, the actors’ and actresses’ ability to convey emotions also received a score of 3.40, suggesting that their performances effectively supported the narrative and helped engage the audience emotionally.

As a tourism promotional medium, the film was also considered successful in showcasing Sekayu Village as the main focus of the story. The statement regarding the short film’s ability to present Sekayu Village received a score of 3.40. This result indicated that the village’s atmosphere and tourism potential were clearly portrayed through various scenes in the film. Furthermore, the statement that the 27-minute short film was enjoyable and not boring received a score of 3.45. This suggested that the film’s duration was appropriate and was able to maintain audience interest throughout the viewing experience.

In terms of audiovisual aspects, the cinematography quality received an average score of 3.35. This indicated that respondents positively evaluated the visual composition, camera work, and overall visual presentation of the short film. Similarly, the audio quality also received a score of 3.35. Although respondents generally considered the audio clear and understandable, several respondents noted that the dialogue in some scenes was not loud enough and could be improved. Meanwhile, the background music received a score of 3.45, indicating that respondents felt the music effectively supported the atmosphere of each scene and enhanced the emotional impact of the story.

Regarding language aspects, all subtitle indicators received very positive evaluations. The ease of understanding the subtitles received a score of 3.45, while the accuracy and synchronization of the subtitles with the audio received a score of 3.50. The highest score among all evaluated aspects was obtained by the readability of the subtitles, with an average score of 3.55. These results indicated that the subtitles were clear, accurate, and easy to follow, helping viewers understand the dialogue and storyline more effectively.

Overall, the short film “The Memories of Sekayu” performed well in terms of content, audiovisual elements, and language. The film effectively conveys the story, showcases the potential of Sekayu Village as a tourist destination, and is supported by subtitles that are easily understood by a diverse audience. However, audio quality remains an area for further improvement in future productions. The results of this operational field test indicate that the short film The Memories of Sekayu is suitable for use as a promotional medium for the tourism and culture of Sekayu Village to a wider audience.

4.1.1.7 Final Product Revision

The Final Product Revision phase was carried out as the final refinement process for the short film “The Memories of Sekayu” prior to its release. Although field test results showed a positive response from the audience, there was still some feedback regarding the film’s audio quality. Therefore, the editor revisited the audio, adjusting the volume, clarifying the dialogue, and ensuring synchronization between the audio and visuals in every scene to make it more enjoyable for the audience.

4.1.1.8 Dissemination and Implementation

The Dissemination and Implementation phase is the final stage of the research process, following the completion of all production and revision work on the short film “The Memories of Sekayu”. Once the film was deemed suitable and ready for release, it was published on the Bahasa Asing Terapan SV Undip YouTube channel on May 26, 2026. Through the publication of this short film, the

researcher hopes that “The Memories of Sekayu” can help introduce Sekayu Village as a potential tourist destination in the city of Semarang to a wider audience. As a form of protection for the work created, the researcher also registered the Intellectual Property Rights (IPR) for the short film The Memories of Sekayu, and the IPR certificate is attached to the research appendix.

4.2 Discussion

This study examines the production of a short film titled “The Memories of Sekayu” as a tourism promotion tool to introduce the tourism potential, village atmosphere, and historical value of Sekayu Village to a wider audience. Unlike typical tourism promotional materials that merely provide information about tourist destinations, this short film employs a storytelling approach allowing viewers to experience an emotional connection through the narrative presented. The film narrates the journey and memories of the main character in Sekayu Village making the promotion feel more natural and engaging.

Through the combination of narrative, cinematic visuals, and the atmosphere portrayed, viewers are expected to better understand the identity of Sekayu Village as one of the historic areas in the city of Semarang. Based on research findings, the short film “The Memories of Sekayu” is considered effective as a tourism promotion medium because it conveys information in a more engaging and communicative way. Additionally, the inclusion of English subtitles helps international viewers understand the film’s content more easily, ensuring the information reaches audiences from diverse backgrounds.

This study employed a Research and Development (R&D) approach using a simplified version of the Borg and Gall model. This method was chosen because it is well-suited to the process of creating and developing a tourism promotional short film. The stages involved included research and information gathering, planning, developing a preliminary form of product, preliminary field testing, main product revision, operational field testing, final product revision, and dissemination and implementation. Each stage is carried out sequentially to ensure the resulting film aligns with the research objectives and audience needs.

The research findings indicate that short films can serve as an effective promotional medium to attract viewers' attention to tourist destinations. This aligns with the study by Priawan, Erwadi, Safrizal, and Akram (2024), which states that short films can be used as a tourism promotional medium to increase public interest in a tourist area. In the short film *The Memories of Sekayu* the atmosphere of Sekayu Village and its historical significance are showcased to provide viewers with a more vivid picture.

Furthermore, this study aligns with the research by Prasetyo and Setyadi (2017), which explains that short films using a storytelling approach are more effective than conventional promotional media because they are able to build an emotional connection with the audience. In the short film "The Memories of Sekayu" storytelling elements are employed through the plot and the memories experienced by the characters, making the tourism promotion feel more natural and not merely a collection of tourism information. This approach helps the audience better understand the atmosphere and identity of Sekayu Village.

This study is also related to the short film *Lahat: The Hidden Paradise* which was uploaded to the Masabai YouTube channel in 2021. The film demonstrates that tourism promotion can be conveyed through compelling storytelling and cinematography, making it easier for viewers to engage with the information presented. In this study "The Memories of Sekayu" also employs a similar concept by showcasing the village's atmosphere through visuals that support the narrative. However, this study focuses specifically on introducing Sekayu Village, ensuring its distinctive characteristics and ambiance are presented more clearly to the audience.