

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research was conducted to develop a short film entitled “The Memories of Sekayu” as a promotional medium for Sekayu Village using the Research and Development (R&D) method, which was adapted from the eight development stages proposed by Borg and Gall (1983). The stages included research and information gathering, planning, developing preliminary form of product, preliminary field testing, main product revision, operational field testing, final product revision, and dissemination and implementation.

The research process began with collecting information through observation, surveys, and documentation as the basis for developing the story concept, followed by the pre-production stage which included story concept, script breakdown, production storyboard, filming schedule consisting of location survey and permit and shooting schedule, as well as call sheets consisting of rehearsals and reading and clothes and property. After the planning stage was completed, the process continued to the production stage in several locations of Kampung Sekayu adjusted to field conditions and was followed by the post-production stage which included image editing, sound creation, scoring and securing music, sound mixing, color grading, and the addition of generating title, credit, and graphics.

The next stage was preliminary field testing conducted by the supervising lecturer as the validator, and the validation results showed that the film was considered suitable for use with several revisions. After improvements were made during the main product revision stage, the film was tested again through operational field testing by distributing questionnaires to respondents to evaluate the aspects of story, visuals, audio, and subtitles, and the results showed positive responses toward “The Memories of Sekayu”.

In addition, the use of English subtitles helped international audiences understand the story and information presented in the film more easily. As the

final stage of the entire R&D process, namely dissemination and implementation, the short film “The Memories of Sekayu” was published through YouTube channel Bahasa Asing Terapan SV Undip and distributed to the public so that it could be accessed by wider audiences as a promotional media for Sekayu Village. Overall, the results of this research showed that a storytelling-based short film could become an effective tourism promotional media because it was able to deliver information in a more engaging and communicative way.

5.2 Suggestions

Researchers suggest that future studies could develop a promotional film for Sekayu Village by showcasing the village's potential. The inclusion of a wider variety of locations, community activities, and other tourist attractions is expected to enrich the information presented to the audience. With a broader scope, the promotional film will not only provide a general overview but also deliver a more immersive visual experience, enabling viewers to understand the character, uniqueness, and cultural value of Sekayu Village as a village with significant tourism potential.

In addition, the filming process for future research is expected to be conducted over a longer, more structured timeframe. A longer production schedule will give the production team the opportunity to explore a wider variety of camera angles, resulting in higher-quality and more engaging visuals. With a more flexible schedule, the production team also has a buffer in case the filming process does not go as planned, for example, due to unfavorable weather or equipment malfunctions. Furthermore, sufficient time allows the team to conduct longer rehearsals with the talent, ensuring that the performances align more closely with the intended concept.