

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

To get reviews from the primary respondent, Semarang Contemporary Art Gallery, this research tries to explain and apply the process of creating a short film title "Leave." The researcher used the eight phases of Borg and Gall's research and development in the making process. The short film production process will be uploaded to YouTube. The first step, research and information gathering, was carried out by the researcher directly visiting the tourist destination, Fort Willem I Ambarawa, and Rawa Pening Lake. In the second stage, which is planning, the researcher prepares carefully, starting with making storyboards, scripts, and permits for filming locations. Although there were many challenges, the researcher managed to overcome them. The researcher then completed the production and post-production stages. At this stage, the researcher made this short film with the help of the supervisor.

Preliminary Field Testing is the next step, which consists of initial validation from supervisors and subsequent adjustments to the verified product. This was followed by the operational field testing stage involving seventeen respondents and the main product revision stage. After the respondents provided data validation, the researcher used the Applied Foreign Language program's YouTube platform to conduct the final step, dissemination, and implementation. The seventeen respondents who filled out the questionnaire all gave positive scores. The ten questions' language, audio-visual, and content features showed that all respondents strongly agreed with the statements regarding the short film "Leave," which was well delivered. This illustrates that the promotional film produced can be used as one of the creative ways to promote a place, increasing public awareness of tourist destinations in Semarang Regency, particularly Fort Willem I Ambarawa and Rawa Pening Lake.

5.2 Suggestion

The researcher recommends that future short film productions anticipate potential challenges that may arise during the filming process. External factors, including unpredictable weather conditions and environmental noise, can influence both production quality and the efficiency of the shooting schedule. During the production of *Leave*, several filming activities were affected by changing weather conditions, while some scenes at Fort Willem I required additional waiting time due to live music performances and surrounding sounds that interfered with audio recording. Therefore, future filmmakers are advised to conduct thorough location observations, prepare backup schedules, monitor weather forecasts, and allocate sufficient time for unexpected interruptions. Such preparations may contribute to a more effective production process and a higher-quality final product.

The researcher also recommends that future tourism promotional films include more detailed and practical information for potential visitors. In addition to showcasing destinations through engaging narratives and visual presentations, future productions should consider providing information regarding entrance fees, transportation options, boat rental costs, and other travel-related expenses. The inclusion of such information can assist audiences in planning their trips while enhancing the informative value of the promotional content. Furthermore, keeping tourism-related information up to date is essential to ensure that audiences receive accurate and relevant details about the destinations being promoted.