

**CREATING A SHORT FILM TO PROMOTE TOURIST
DESTINATIONS IN FORT WILLEM I AMBARAWA
AND RAWA PENING LAKE: PRODUCTION OF
“LEAVE”**



FINAL PROJECT

**A Partial Fulfilment of the Requirements for the Degree of
Bachelor of Applied Foreign Language**

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGES
VOCATIONAL COLLEGE
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2026

STATEMENT OF ORIGINALITY

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**APPROVAL SHEET
A FINAL PROJECT**

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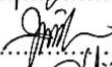

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"This study has been examined and is accepted for impartial fulfilment of the requirement for the degree of Bachelor of Applied Foreign Language of Vocational College, Universitas Diponegoro"

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Semarang, June 25th 2026

Hazel Radityo Utomo

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ABSTRACT

The development of digital media has made short films an effective medium for delivering social messages while promoting tourist destinations. The short film “Leave” was created using Fort Willem I Ambarawa and Rawa Pening Lake as the main settings to promote tourism through a dramatic story about a toxic workplace relationship between employers and employees. This issue was chosen because it is relevant to current social conditions and closely related to the experiences of young people in the working environment. Through emotional conflicts, the short film functions not only as entertainment but also as a medium for social awareness and tourism promotion. In this project, the researcher focused on the production stage, including filming activities, directing talents, arranging actor blocking, managing camera movements, setting lighting, and building scene atmospheres that matched the emotions of the story. The researcher applied the Research and Development method with the Borg and Gall (1983) model and used a Likert scale involving respondents to evaluate cinematography, visual quality, audio aspects, and emotional delivery in the short film. The results showed that the short film “Leave” successfully created emotional impressions for the audience while presenting the beauty of Fort Willem I Ambarawa and Rawa Pening Lake in an attractive way. The cinematic visuals and social conflict presented in the film received positive responses from respondents. Therefore, the short film is expected to become a more engaging and relevant tourism promotional media for the public.

Kata kunci: short film, film production, toxic workplace, tourism promotion, cinematography

ABSTRAK

Perkembangan media digital membuat film pendek menjadi salah satu media yang efektif dalam menyampaikan pesan sosial sekaligus mempromosikan destinasi wisata. Film pendek “Leave” dibuat dengan latar Fort Willem I Ambarawa dan Rawa Pening sebagai bentuk promosi wisata yang dikemas melalui cerita dramatis mengenai toxic workplace antara atasan dan karyawan. Isu tersebut dipilih karena relevan dengan kondisi sosial saat ini dan dekat dengan kehidupan generasi muda di dunia kerja. Melalui konflik emosional yang ditampilkan, film pendek ini tidak hanya berfungsi sebagai hiburan, tetapi juga sebagai media penyampaian pesan sosial dan promosi wisata. Dalam proyek ini, peneliti berfokus pada tahap produksi yang meliputi proses pengambilan gambar, pengarahan talent, pengaturan blocking pemain, pengelolaan kamera, pencahayaan, serta pengaturan suasana adegan agar sesuai dengan emosi cerita. Peneliti menggunakan metode Research and Development dengan model Borg dan Gall (1983) serta menggunakan skala Likert yang melibatkan responden untuk menilai aspek sinematografi, visual, audio, dan penyampaian emosi dalam film pendek tersebut. Hasil penilaian menunjukkan bahwa film pendek “Leave” mampu memberikan kesan emosional kepada audiens sekaligus memperlihatkan keindahan Fort Willem I Ambarawa dan Rawa Pening secara menarik. Visual sinematik dan konflik sosial yang diangkat berhasil mendapatkan respons positif dari responden. Oleh karena itu, film pendek ini diharapkan dapat menjadi media promosi wisata yang lebih menarik dan relevan bagi masyarakat.

Kata kunci: film pendek, produksi film, toxic workplace, promosi wisata, sinematografi