

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



FINAL PROJECT

A Partial Fulfillment of the Requirements for the Degree of Bachelor of  
Applied Foreign Languages

by

**Diah Syakila Putri**

**SID: 40020522650082**

**BACHELOR OF APPLIED FOREIGN LANGUAGES**

**VOCATIONAL COLLEGE**

**UNIVERSITAS DIPONEGORO**

**2025/2026**

## **STATEMENT OF ORIGINALITY**

This is to certify that this thesis is definitely my original work. I am completely responsible for the content of this thesis. Other writers' opinions or findings included in this project are quoted or cited in accordance with ethical standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

Name : Diah Syakila Putri

SID 40020522650082

Signature :

Date :

# APPROVAL SHEET

APPROVAL SHEET  
A FINAL PROJECT

CREATING A SHORT FILM TO PROMOTE TOURIST  
DESTINATIONS IN FORT WILLEM I AMBARAWA AND RAWA  
PENING LAKE: POST-PRODUCTION OF "LEAVE"

by

Diah Syakila Putri  
SID: 40020522650082

Date: May 22<sup>th</sup>, 2026

Approved by



Supervisor

Aditya Nur Patria, S.Hum., M.App.Ling  
NIP. 199012182020121007

## ACCEPTANCE

This Final Project was submitted by:

Name : Diah Syakila Putri




SID : 40010511650082

Study Program : Applied Foreign Languages

Title of Final Project : Creating A Short Film To Promote Fort Willem I and Rawa Pening Lake: Post-Production of "Leave"

" 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."

Bord of Examiners:

1. Aditya Nur Patria, S.Hum., M.App.Ling. (Chairperson) :  (.....)
2. Naila Rohmah, S.Pd., M.A. (Member) :  (.....)
3. Alfin Rosyidha, S.Pd., M. Li. (Member) :  (.....)

Semarang, 19 June 2026

Head of Applied Foreign Languages Study Program



Sriwahyu Istana Trahutami S.S., M.Hum.

NIP. 197401032000122001

## ACKNOWLEDMENT

Above all, I offered my deepest gratitude to Allah SWT, the Almighty God, whose blessing, grace, and inspiration enabled me to complete this final project, titled *Creating a Short Film to Promote Fort Willem I and Rawa Pening Lake: Post - Production of "Leave"*. This work was submitted in partial fulfilment of the requirements for the Applied bachelor's degree in the Department of Applied Foreign Languages, Faculty of Vocational School, Diponegoro University.

Of all the pages in this thesis, the acknowledgments page was the most meaningful, as it was here that the author expressed his deepest gratitude. The author dedicated this thesis to:

1. Mrs. Sriwahyu Istana Trahutami, S.S., M.Hum. as the Head of Diponegoro University Applied Foreign Language D-IV Study Program;
2. Mr. Aditya Nur Patria, S.Hum., M.App.Ling. as a supervisor who always guides researcher in completing the Final Project;
3. To the Applied Foreign Language program lecturers, who have provided dedication, insight, and guidance that have been very meaningful during my academic journey;
4. The author's guardians, her grandparents, who had cared for and had raised her since childhood. The author was able to complete this study thanks to the full support and prayers that were always offered during every takbir and at the end of the night by the author's guardians. May the completion of this thesis have brought pride to the author's parents and encouraged them to continue supporting the author's future endeavors. The author sincerely hoped to see both parents remain healthy, happy, and prosperous in their later years so they could witness the further successes the author would achieve in the future.
5. To Agustin Tri Hastuti, who had been like an older sister to the author. The author expressed gratitude for the constant material and moral support that had been provided since the author was a child. The author would always

remember all the efforts made to ease every step of the author's journey until the completion of this study. The author hoped to always see her sister happy and prosperous in every choice she made in life.

6. To the author's parents, Mr. Riyanto and Mrs. Minarni, who have provided financial support throughout the author's life.
7. To Niva, Vita, Adam, and Suttan, who had always provided the author with moral support. The author thanked them for always being willing to listen, allowing the author to make the right decisions in daily life and in this study. To the author, this friendship was deeply meaningful because it was within this friendship that the author could be herself—even with the sarcasm that brought laughter.
8. To the author's friends who had been by the author's side since the beginning of the author's journey at UNDIP and continued to stand by the author to that day, and the moments of joy and struggle they had gone through together had transformed this academic journey into an unforgettable adventure.

The author concluded by acknowledging that no work was flawless and that errors occurred during the drafting of the final project. Consequently, the researcher sincerely regretted any mistakes that had been made. It was hoped that this final project could be beneficial for readers and could serve as a reference for future studies.

Semarang, May 15 2026



Diah Syakila Putri

## TABLE OF CONTENTS

Contents	
<b>STATEMENT OF ORIGINALITY</b> .....	<b>ii</b>
<b>APPROVAL SHEET</b> .....	<b>iii</b>
<b>ACCEPTANCE</b> .....	<b>iv</b>
<b>ACKNOWLEDMENT</b> .....	<b>v</b>
<b>TABLE OF CONTENTS</b> .....	<b>vii</b>
<b>LIST OF TABLES</b> .....	<b>ix</b>
<b>LIST OF FIGURES</b> .....	<b>xi</b>
<b>LIST OF APPENDICES</b> .....	<b>xiii</b>
<b>ABSTRACT</b> .....	<b>xiv</b>
<b>ABSTRAK</b> .....	<b>xv</b>
<b>CHAPTER I</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
I.I Background of The Study .....	1
1.2 Statements of the Problem .....	3
1.3 Research Objectives .....	3
1.4 Significance of the Study .....	3
1.4.1 Theoretical Significance .....	4
1.4.2 Practical Significance .....	4
1.5 Output .....	4
<b>CHAPTER II</b> .....	<b>6</b>
<b>LITERATURE REVIEW</b> .....	<b>6</b>
2.1 Tourism Marketing and Branding .....	6
2.2 Tourist Attraction in Semarang Regency .....	7
2.2.1 Fort Willem I Ambarawa .....	8
2.2.2 Rawa Pening Lake .....	8
2.3 Digital Marketing .....	8
2.4 Short Film .....	9
2.5 Video Making Process .....	10

2.5.1 Pre-Production .....	10
2.5.2 Production .....	12
2.5.3 Post-Production.....	15
2.7 YouTube as Social Media .....	18
2.8 Previous Works.....	19
<b>CHAPTER III .....</b>	<b>22</b>
<b>METHODOLOGY .....</b>	<b>22</b>
3.1 Methodology .....	22
3.2 Research and Development .....	25
3.3 Schedule Planning .....	29
3.4 Cost Budget Plan .....	30
3.5 Task Division.....	31
<b>CHAPTER IV .....</b>	<b>33</b>
<b>RESULT AND DISCUSSION .....</b>	<b>33</b>
4.1 Result .....	33
4.1.1 Research and Information Collecting.....	33
4.1.2 Planning.....	36
4.1.3 Developing Preliminary Form of Product .....	36
4.1.4 Preliminary Field Testing.....	46
4.1.5 Revising Main Product.....	47
4.1.6 Operational Field Testing .....	50
4.1.7 Final Product Revision.....	52
4.1.8 Disseminating and Implementing .....	53
4.2 Discussion .....	53
<b>CHAPTER V .....</b>	<b>56</b>
<b>CONCLUSION AND SUGGESTION .....</b>	<b>56</b>
5.1 Conclusion .....	56
5.2 Suggestion.....	57
<b>REFERENCES.....</b>	<b>58</b>
<b>APPENDICES .....</b>	<b>62</b>

## LIST OF TABLES

Table 3.1 Expertise Criteria Subject.....	23
Table 3.2 List of Statements.....	24
Table 3.3 Schedule Planning.....	25
Table 3.4 Cost Budget Plan.....	26
Table 3.5 Task Division.....	27
Table 3.5 Task Division.....	27
Table 3.5 Task Division.....	27
Table 4.1 Audiences Feedback Interval.....	46

## LIST OF FIGURES

Figure 3.1 Research and Development Steps.....	18
Figure 3.2 Research and Development Project.....	21
Figure 4.1 Observing Rawa Pening Lake .....	29
Figure 4.2 Observing Fort Willem .....	34
Figure 4.3 Collections of Files .....	38
Figure 4.4 Sample of Footage Compositing .....	39
Figure 4.5 Creating Sounds .....	40
Figure 4.6 Sample of Adding Music .....	41
Figure 4.7 Before Color Grading .....	42
Figure 4.8 After Color Grading.....	42
Figure 4.9 Film Title.....	43
Figure 4.10 Adding Film Subtitle.....	44
Figure 4.11 Creating Credit .....	45
Figure 4.12 Film Poster .....	46
Figure 4.13 Signed Validation Form .....	47
Figure 4.13 Signed Validation Form .....	47
Figure 4.14 Visual Before Revision .....	48
Figure 4.15 Visual After Revision.....	48
Figure 4.16 Visual Before Revision .....	48
Figure 4.17 Visual After Revision.....	48

Figure 4.18 Subtitle Before Revision ..... 49

Figure 4.19 Subtitle After Revision..... 49

Figure 4.20 Subtitle Before Revision ..... 49

Figure 4.21 Subtitle After Revision.....49

Figure 4.21 Subtitle After Revision.....49

Figure 4.22 Subtitle Before Revision ..... 49

Figure 4.23 Subtitle After Revision.....49

## LIST OF APPENDICES

Appendix A. Location Permit Letter at Fort Willem I.....	62
Appendix B. Location Permit at Rawa Pening Lake.....	63
Appendix C. Leave Script .....	64
Appendix D. Leave Storyboard .....	91
Appendix E. Leave Cut Per-Minute.....	97
Appendix F. Leave Poster.....	100
Appendix G. Leave Feedback.....	95
Appendix H. Project Handover Letter.....	99
Appendix I. Turnitin Check Result .....	107
Appendix J. Intellectual Property Rights Certificates .....	108
Appendix K. Leave Barcode .....	110

## **ABSTRACT**

Tourism in Indonesia is currently booming because many people enjoy traveling. One of the regions in Indonesia with numerous tourist destinations is Semarang Regency. Semarang Regency offers a wide variety of tourist attractions, including culinary tourism, religious tourism, nature tourism, and cultural tourism. In this project, the researcher will produce a short film set against the backdrop of a historical site, namely Fort Willem I in Ambarawa, as well as a natural attraction, namely Rawa Pening Lake. The researcher employs the Research and Development method using the Borg and Gall model and a Likert scale, involving the management of Fort Willem I and Lake Rawa Pening as respondents to evaluate various aspects of the film, such as content, audiovisual elements, and language translation. The results from the respondents regarding this short film indicate that all respondents provided positive responses to the statements presented. It is hoped that the short film titled "Leave" will increase the number of tourists visiting Fort Willem I and Lake Rawa Pening.

Keywords: Semarang Regency, cultural tourism, nature tourism, short film, promotional video

## **ABSTRAK**

Pariwisata di Indonesia saat ini berkembang pesat karena banyak orang yang gemar berwisata. Salah satu kota yang memiliki banyak destinasi wisata di Indonesia adalah Kabupaten Semarang. Kabupaten Semarang memiliki banyak destinasi wisata, di antaranya wisata kuliner, wisata religi, wisata alam, dan wisata budaya. Dalam proyek ini, peneliti akan membuat film pendek yang berlatar belakang salah satu wisata sejarah, yaitu Fort Willem I Ambarawa, dan juga wisata alam, yaitu Danau Rawa Pening. Peneliti menggunakan metode Research and Development dengan model Borg dan Gall dan menggunakan skala Likert yang melibatkan pihak manajemen Fort Willem I dan Danau Rawa Pening sebagai responden dalam menilai aspek-aspek yang ada pada film tersebut, seperti aspek konten, audiovisual, dan penerjemahan bahasa. Hasil dari responden terhadap film pendek ini dapat disimpulkan bahwa seluruh responden memberikan respon positif terhadap pernyataan yang diajukan. Diharapkan dengan adanya film pendek yang berjudul "Leave" ini dapat meningkatkan wisatawan ke Fort Willem I dan Danau Rawa Pening.

Kata kunci: Kabupaten Semarang, wisata budaya, wisata alam, film pendek, video promosi