

**THE PRE-PRODUCTION PROCESS IN THE
CREATION OF THE SHORT FILM “9 Reasons I Didn’t
Believe in Us”**



FINAL PROJECT

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

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGES
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2026

STATEMENT OF ORIGINALITY

I hereby declare that this thesis is my own original work and has not been submitted, either in whole or in part, for any other academic degree or qualification. All sources of information, ideas, data, and references used in this thesis have been appropriately acknowledged and cited in accordance with academic and ethical standards. I take full responsibility for the content of this thesis and affirm that the work presented herein has been completed independently and with academic integrity.

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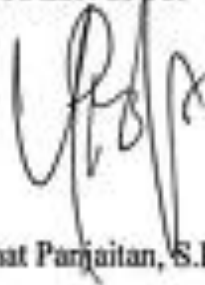
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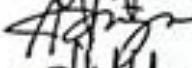

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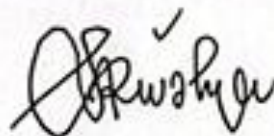
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Semarang, June 4th 2026

Rizka Karenita Br Purba

ABSTRACT

This study aims to examine the pre-production process in the development of the short film “9 Reasons I Didn’t Believe in Us” using the ADDIE model within a Research and Development (R&D) approach. The film was developed as an audiovisual medium that portrays student life, interpersonal relationships, and emotional experiences while introducing several public spaces in Semarang through visual storytelling. This study focuses on the analysis, design, development, implementation, and evaluation stages during the pre-production process. Data was collected through observation, questionnaires distributed to the target audience, expert validation, and audience feedback obtained during test screenings. The research results indicate that the ADDIE model helps systematically organize the pre-production process through story development, character creation, scriptwriting, storyboard preparation, location scouting, casting, and production planning. Several challenges, such as schedule adjustments, location changes, and technical preparations, were addressed through revisions and team coordination during the development phase. Audience feedback and expert validation also contributed to improvements in dialogue, visual planning, audio quality, and color consistency before the film was published on YouTube channel “Bahasa Asing Terapan SV Universitas Diponegoro”. In conclusion, the ADDIE model effectively supports the pre-production process by integrating creative planning, technical preparation, and evaluation into a structured film development process.

Keywords: Pre-production, Short Film, Addie Model, Research and Development (R&D), Film Development, Audience Feedback.

ABSTRAK

Studi ini bertujuan untuk meneliti proses pra-produksi dalam pengembangan film pendek *9 Reasons I Didn't Believe in Us* menggunakan model ADDIE dalam pendekatan Riset dan Pengembangan (R&D). Film ini dikembangkan sebagai media audiovisual yang menyajikan kehidupan mahasiswa, hubungan interpersonal, dan pengalaman emosional sambil memperkenalkan beberapa ruang publik di Semarang melalui penceritaan visual. Studi ini berfokus pada tahapan analisis, desain, pengembangan, implementasi, dan evaluasi selama proses pra-produksi. Data dikumpulkan melalui observasi, kuesioner yang dibagikan kepada target audiens, validasi ahli, dan umpan balik audiens yang diperoleh selama uji penayangan. Hasil penelitian menunjukkan bahwa model ADDIE membantu mengatur proses pra-produksi secara sistematis melalui pengembangan cerita, penciptaan karakter, penulisan skrip, persiapan storyboard, pencarian lokasi, pemilihan pemain, dan perencanaan produksi. Beberapa tantangan, seperti penyesuaian jadwal, perubahan lokasi, dan persiapan teknis, diatasi melalui revisi dan koordinasi tim selama tahap pengembangan. Umpan balik audiens dan validasi ahli juga berkontribusi pada peningkatan dialog, perencanaan visual, kualitas audio, dan konsistensi warna sebelum film dipublikasikan di channel YouTube “Bahasa Asing Terapan, SV Universitas Diponegoro”. Kesimpulannya, model ADDIE secara efektif mendukung proses pra-produksi dengan mengintegrasikan perencanaan kreatif, persiapan teknis, dan evaluasi ke dalam proses pengembangan film yang terstruktur.

Kata kunci: Pra-produksi, Film Pendek, Model ADDIE, Penelitian dan Pengembangan (R&D), Pengembangan Film, Umpan Balik Penonton.

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