

**THE PRODUCTION PROCESS IN THE CREATION
OF THE SHORT FILM “9 REASONS I DIDN’T
BELIEVE IN US”**



FINAL ASSIGNMENT

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

By

Najwah Amanda Mahmudah 40020522650032


**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL SCHOOL
UNIVERSITAS DIPONEGORO
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 here has been completed independently and with academic integrity.

Name : Najwah Amanda Mahmudah

NIM : 40020522650032

Signature : 

Date : June 2nd 2026

APPROVAL SHEET A FINAL ASSIGMENT

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SHORT FILM “9 REASONS I DIDN’T BELIEVE IN US”**

By

NAJWAH AMANDA MAHMUDAH

Student Number: 40020522650032

Semarang, June 9, 2026

Approved by

Supervisor

A handwritten signature in black ink, appearing to be 'Lilis Lamsehat Panjaitan', written in a cursive style.

Lilis Lamsehat Panjaitan, S.Pd., M.A.

NIP 198907232024062001

ACCEPTANCE

The Final Project was submitted by :
Name : Najwah Amanda Mahmudah
NIM : 40020522650032
Study Program : Applied Foreign Language
Title of Final Project : THE PRODUCTION PROCESS IN THE
CREATION OF THE SHORT FILM "9
REASONS I DIDN'T BELIEVE IN US"

**This study has been examined and is accepted for in partial fulfilment of
the requirement for the degree of Applied Bachelor in Applied Foreign
Languages of Vocational School Diponegoro University**

Examiners Board:

1. Lilis Lamsehat Panjaitan, S.Pd., M.A.
2. Aditya Nur Patria, S.Hum., M.App.Ling.
3. Alfin Rosyidha, S.Pd., M.A.

: 
: 
: 

Semarang, June 26th 2026

Head of Applied Foreign Language Study Program,



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

NIP 197401032000122001

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Magelang, June 2nd 2026



Najwah Amanda Mahmudah

ABSTRACT

The increasing reliance of university students on digital media to discover learning, social, and recreational spaces has created challenges in obtaining comprehensive and experiential information about such environments. Most available content tends to emphasize visual appearance rather than conveying the atmosphere, functionality, and emotional experience of a place. Therefore, this study aimed to examine the production process of the short film *9 Reasons I Didn't Believe in Us* as an audiovisual medium developed through a Research and Development (R&D) approach using the ADDIE model. The study focused on documenting and evaluating the stages of Analysis, Design, Development, Implementation, and Evaluation throughout the filmmaking process. Data were collected through a pre-production questionnaire distributed to the target audience and through evaluation activities conducted during and after production. The findings indicate that the ADDIE framework provided a systematic structure for organizing creative planning, production management, and post-production refinement while maintaining flexibility in responding to production challenges. Several obstacles, including scheduling issues, environmental noise, weather changes, lighting inconsistencies, and continuity problems, were addressed through adaptive production strategies and technical adjustments. Evaluation results further showed that audience feedback contributed to improvements in audio quality, visual consistency, character presentation, production readiness, and overall viewing experience. The study concludes that the ADDIE model is effective in supporting the development of independent short-film productions by integrating creative processes, technical execution, and continuous evaluation within a structured production framework.

Keywords: Short Film Production, Research and Development (R&D), ADDIE model, Audiovisual Production, Film Development, Audience Evaluation

ABSTRAK

Meningkatnya ketergantungan mahasiswa terhadap media digital dalam menemukan ruang belajar, sosial, dan rekreasi telah menimbulkan tantangan dalam memperoleh informasi yang komprehensif serta menggambarkan pengalaman nyata mengenai lingkungan tersebut. Sebagian besar konten yang tersedia cenderung hanya menekankan aspek visual, tanpa mampu menyampaikan suasana, fungsi, maupun pengalaman emosional yang dirasakan di suatu tempat. Oleh karena itu, penelitian ini bertujuan untuk mengkaji proses produksi film pendek *9 Reasons I Didn't Believe in Us* sebagai media audiovisual yang dikembangkan melalui pendekatan Research and Development (R&D) dengan menggunakan model ADDIE. Penelitian ini berfokus pada pendokumentasian dan evaluasi tahapan Analysis, Design, Development, Implementation, dan Evaluation selama proses produksi film. Data dikumpulkan melalui kuesioner praproduksi yang disebarakan kepada audiens sasaran serta melalui kegiatan evaluasi yang dilakukan selama dan setelah proses produksi. Hasil penelitian menunjukkan bahwa kerangka kerja ADDIE memberikan struktur yang sistematis dalam perencanaan kreatif, pengelolaan produksi, serta penyempurnaan pascaproduksi, sekaligus tetap memberikan fleksibilitas dalam menghadapi berbagai tantangan selama proses produksi. Berbagai kendala, seperti penjadwalan, kebisingan lingkungan, perubahan cuaca, ketidakkonsistenan pencahayaan, dan masalah kontinuitas, berhasil diatasi melalui strategi produksi yang adaptif serta penyesuaian teknis. Hasil evaluasi juga menunjukkan bahwa umpan balik dari audiens berkontribusi terhadap peningkatan kualitas audio, konsistensi visual, penyajian karakter, kesiapan produksi, serta pengalaman menonton secara keseluruhan. Penelitian ini menyimpulkan bahwa model ADDIE efektif dalam mendukung pengembangan produksi film pendek independen melalui integrasi proses kreatif, pelaksanaan teknis, dan evaluasi berkelanjutan dalam suatu kerangka kerja produksi yang terstruktur.

Kata kunci: Produksi Film Pendek, Research and Development (R&D), Model ADDIE, Produksi Audiovisual, Pengembangan Film, Evaluasi Audiens.

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