

CHAPTER II

LITERATURE REVIEW

2.1 Urban Tourism and Everyday Places as Tourist Destinations

In recent tourism development, destinations are not only focused on natural attractions or cultural heritage, but also on everyday places in urban areas such as cafés, public spaces, and campus environments. This concept is related to urban tourism, where tourism activities are closely connected with daily life experiences in the city (Ashworth & Page, 2011). For university students, cafés become one of the places frequently visited not only for eating or drinking, but also for studying, discussing, and relaxing. This shows that tourism experience can also come from simple daily activities that provide comfort and meaningful experiences.

However, although the number of cafés continues to increase, not all places can provide an atmosphere that supports students' needs. Based on preliminary observation, many students still have difficulty finding cafés with comfortable ambience, quiet surroundings, and proper space for studying. In this case, media has an important role in shaping audience perception before visiting a place. Visual content such as photos and videos often only shows the appearance of a café without fully representing its atmosphere. Therefore, this study uses film as a medium to represent spatial experience more completely through visual, sound, and narrative approaches.

For students, cafés function not only as places for consumption, but also as social spaces. Oldenburg (1999) explains this through the concept of the third place, which refers to spaces outside home and workplace where people can interact informally. In this context, cafés become spaces for discussion, social interaction, and relaxation. The atmosphere of cafés, such as lighting, comfort, noise level, and spatial arrangement, also influences users' experiences. Research by Adityawirawan and Kusuma (2021) explains that cafés are often used by university students as informal learning spaces because atmosphere, comfort, and spatial characteristics can support studying and social activities.

In film, café ambience can be represented through audio-visual elements built during post-production. Editing, sound design, and color grading help create emotional atmosphere and audience immersion. Bordwell and Thompson (2013) explain that image and sound arrangement in film strongly affects how audiences understand emotion and space in a scene. Therefore, cafés as social and experience-based places become relevant to this study because their atmosphere can be strengthened through post-production processes to create a more immersive audience experience.

2.2 Film-Induced Tourism

Film-induced tourism is a phenomenon where people become interested in visiting a place after seeing it in films or audio-visual media (Beeton, 2016). Film is not only used to show locations, but also to build emotional experiences through story, visuals, and sound. Hudson and Ritchie explain that films can shape destination image and influence audience interest through visual storytelling and emotional connection (Hudson & Ritchie, 2006). Because of that, locations shown in films often become more attractive to audiences.

In film-induced tourism, technical aspects such as framing, lighting, camera movement, and editing also influence how audiences see a place. A location in film is not presented naturally, but constructed through creative production decisions. However, most studies still focus more on tourism impact and audience behavior rather than discussing how the production process shapes spatial representation. Therefore, this study focuses on how post-production helps build atmosphere and audience perception through editing and visual arrangement.

2.3 Digital Tourism Promotion

The development of digital technology has changed the way tourism promotion is delivered. Buhalis and Law (2008) explain that digital media allows tourism information to spread faster and reach wider audiences through online platforms. Today, tourism promotion is not only based on static information, but also on visual and narrative content such as videos and short films. Because of this,

storytelling, cinematography, editing, and sound become important elements in presenting places more attractively.

Research by Rosyidah, Sari, and Masfuah (2023) explains that visual storytelling in tourism videos can strengthen audience interest because it creates emotional and immersive experiences. This shows that tourism promotion is not only about showing places, but also about building atmosphere and audience engagement through audio-visual presentation. Therefore, production and post-production processes become important in shaping how audiences experience a location through digital media.

2.3.1 YouTube

YouTube has become one of the main platforms for distributing tourism-related video content because it can reach audiences quickly and widely. Research by Abitya and Purnamasari (2023) explains that YouTube content can influence audience information needs and engagement through visuals, storytelling, and communication style. This means that successful content is not only informative, but also emotionally engaging for viewers.

In tourism videos, techniques such as wide shots, POV shots, close-up shots, editing rhythm, and sound design help audiences feel the atmosphere of a place more clearly. However, competition on YouTube is very high because many creators upload content every day. Therefore, creators need strong storytelling and good visual quality to make audiences interested. In this study, YouTube is used not only as a distribution platform, but also as a medium to deliver spatial and emotional experiences through post-production techniques.

2.3.2 Instagram as a Platform for Teaser Distribution

Instagram is one of the social media platforms that is widely used to distribute promotional content, including teaser videos for short films before the full movie is uploaded to YouTube. In this study, Instagram is used as a supporting platform to introduce the atmosphere, visual style, and emotional tone of the short film “9 Reasons I Didn’t Believe in Us”. Through features such as feeds, stories, and Reels,

teaser videos can be shared more quickly and reach audiences more easily, especially among university students and young people who actively use social media in their daily life.

Besides functioning as a promotional platform, Instagram also helps increase audience engagement through visual communication and short-form video content. Kusuma, Darma, and Sari (2023) explain that Instagram has an important role as a digital promotional medium because visual content can increase audience reach, impressions, and engagement. Therefore, teaser distribution through Instagram is expected to build audience curiosity and emotional interest before the film is officially released on YouTube. In the context of post-production, teaser editing also becomes important because the arrangement of shots, music, subtitles, and pacing must be able to represent the mood of the film in a short duration while still attracting audience attention.

2.4 Film Production Process

Film production is a process that changes ideas and scripts into complete audio-visual works through several stages. According to Bordwell and Thompson (2020), film production consists of three interconnected stages: pre-production, production, and post-production. Each stage contributes to the development of narrative, visual presentation, and audience experience. Arijon (1976) explains that film production involves visual planning and shot arrangement to deliver narrative clearly to audiences. In this study, the production process is important because it helps represent emotional atmosphere and spatial experience through film.

2.4.1 Pre-Production

Pre-production is the planning stage before shooting begins. This stage includes idea development, scriptwriting, storyboard creation, location survey, scheduling, and technical preparation. In this process, visual concepts, camera plans, audio preparation, and scene blocking are arranged to support the production process later. Good preparation helps the production run more effectively and reduces technical problems during editing.

Research by Kariem, Khairiyah, and Zaharany (2021) explains that pre-production management is important in preparing technical, visual, and coordination aspects before the shooting process begins. Through script preparation, storyboard planning, location survey, and crew coordination, the production process can run more effectively and in line with the planned concept. Therefore, pre-production becomes an important foundation in building storyline direction and visual consistency in filmmaking.

2.4.2 Production

Production is the stage where all plans are implemented into the shooting process. Activities at this stage include directing actors, camera operation, lighting setup, and audio recording. Bordwell and Thompson (2013) explain that production is important because visual composition, camera movement, and actor interaction influence audience understanding of story and emotion.

During production, the crew also needs to adapt to field conditions such as lighting changes, background noise, and location situations. Because of that, communication and teamwork become important to keep the visual concept and continuity of scenes consistent. Every shot recorded in this stage later becomes the main material in the post-production process.

2.4.3 Post-Production

Post-production is the final stage where raw footage is processed into a complete and understandable film. This stage includes image editing, sound processing (sound design), and color adjustment (color grading) to maintain consistency between visual elements and the storyline (Bordwell & Thompson, 2013). The first stage is offline editing, which involves selecting and arranging the best footage based on the storyline. In this stage, the researcher determines the sequence of scenes, removes unnecessary parts, and adjusts the duration of each scene so that the story rhythm feels appropriate and not boring. After that, the process continues to the fine cut stage, where transitions between scenes are refined and the storyline becomes clearer and easier for the audience to follow.

The next stage is sound design, which includes processing dialogue, adding background music, and incorporating ambient sound to build the atmosphere. In this stage, audio cleaning is also carried out to reduce noise captured during the shooting process. The selection of music and ambience is adjusted to match the mood of each scene, for example using softer music for calm situations and more intense music for conflict scenes, so that the audience can feel the emotions more clearly. The following stage is color grading, which involves adjusting colors to create a consistent visual tone that fits the story. For example, warm tones are used to represent a comfortable and relaxed atmosphere in café scenes, while cooler tones are used for scenes that show emotional distance or conflict. In addition, color grading also helps to balance lighting differences between shots so that the visuals look more consistent.

In this study, subtitling and translation from Indonesian to English are also included as part of the post-production process. This process does not only translate the dialogue literally, but also adjusts the meaning to keep it natural and easy to understand for a wider audience. The subtitles are arranged by considering timing, duration, as well as font and color selection to ensure readability without distracting from the main visuals. The final stage is rendering, which is the process of combining all visual and audio elements into a single film file ready for distribution. In this study, the final film is distributed through YouTube so that it can be easily accessed by the target audience. Therefore, the post-production stage in this study is not only technical, but also becomes an important part in shaping the audience's experience. Through editing, sound, color, and subtitles, the film is able to deliver the atmosphere of space and the story in a clearer, more emotional, and more understandable way.

2.4.3.1 Editing Process

Editing is an important stage in post-production because it arranges raw footage into a complete and understandable story. Bordwell and Thompson (2013) explain that editing helps shape narrative flow, rhythm, and audience emotion in film. In this study, the editing process is used to support the slow-burn romance

atmosphere and emotional development between characters in “9 Reasons I Didn’t Believe in Us”. Research by Ali (2015) also explains that editing techniques have an important role in building story delivery and emotional meaning in film.

Several stages in the editing process include:

1. Logging and Selecting Footage; The editor reviews all recorded footage and gives labels to each clip based on scene content and image quality. After that, the best footage is selected to maintain story consistency and make the editing process more organized.
2. Rough Cut (Initial Arrangement); At this stage, scenes are arranged based on the script structure and storyline. The editor focuses on building the basic flow of the story before refining visual details and transitions.
3. Fine Cut (Refinement); The fine cut process focuses on improving transitions, shot duration, and timing between scenes. The editor also starts adjusting emotional rhythm so the story feels smoother and more natural.
4. Continuity Editing; Continuity editing is used to maintain consistency between shots, such as character position, eye direction, and movement continuity. This process helps the audience follow the story without feeling distracted.

2.4.3.2 Sound Design (Audio Processing)

Sound design is the process of arranging audio elements to support visual atmosphere and emotional experience in film. Chion (1994) explains that sound helps build audience perception and emotion toward a scene. In this film, sound design is used to strengthen the ambience of cafés, campus areas, and public spaces shown in the story.

Several stages in sound design include:

1. Dialogue Editing; Dialogue audio is cleaned from unwanted noise and adjusted to maintain clear sound quality. The volume of each dialogue is balanced so conversations can be heard comfortably.
2. Ambient Sound; Ambient sounds such as café ambience, road noise, footsteps,

and environmental sounds are added to create a more realistic atmosphere and strengthen spatial experience.

3. Sound Effects (SFX); Additional sound effects are used to support actions in scenes, such as typing sounds, object movement, door sounds, and notification sound to make scenes feel more alive.
4. Music Scoring; Background music is selected based on scene mood, including acoustic guitar, jazz funk, cinematic ambient, romantic piano, and dark atmospheric music. The music helps strengthen emotional tone in romantic, calm, or tense scenes.
5. Mixing and Mastering; The final audio process combines dialogue, ambience, music, and sound effects into balanced sound quality so the final film feels clearer and more immersive for the audience.

2.4.3.3 Color Grading (Color Adjustment)

Color grading is the process of adjusting color tones to create visual consistency and emotional atmosphere in film. According to Hurlbert and Ling (2007), color can influence emotional perception and audience response toward visuals. In this film, color grading is used to support romantic, calm, and tense moods in different scenes.

Several stages in color grading include:

1. Color Correction; This stage adjusts exposure, contrast, and white balance to make footage look natural and visually balanced.
2. Color Matching; Color matching is used to equalize tones between shots taken in different lighting conditions so visual continuity remains consistent.
3. Color Styling / Grading; Warm tones such as soft orange and warm yellow are used in romantic scenes to create a comfortable atmosphere, while cooler tones are used in conflict scenes to strengthen emotional tension.
4. Highlight and Shadow Adjustment; Highlight and shadow settings are adjusted to emphasize visual focus and improve image depth, especially on character

expressions and important objects in the frame.

2.4.3.4 Subtitle and Translation (Indonesian-English)

Subtitle and translation are important parts of post-production because they help audiences understand dialogue and story meaning more easily. Díaz-Cintas and Remael (2007) explain that subtitles must consider readability, timing, and visual context so they remain comfortable to read. In this study, subtitles are presented in Indonesian and English to reach wider audiences.

Several aspects considered in subtitle production include:

1. Translation Process; Dialogue is translated naturally instead of word-for-word translation. Alsa's dialogue uses a more informal English style, while Arka's dialogue uses a slightly more formal style to match character personality.
2. Subtitle Timing; Subtitle appearance is adjusted with dialogue timing so audiences can read comfortably without missing important scenes.
3. Font Selection; The subtitles use Sans-serif font because it is simple, clear, and easy to read on different visual backgrounds.
4. Color and Contrast; White subtitle color with dark outline is used to maintain readability and visibility in bright or dark scenes.
5. Subtitle Placement; Subtitles are placed at the bottom of the screen to avoid disturbing the main visual composition while still remaining easy to read.

2.4.3.5 Credit Scene and Final Process

Credit scene is one of the final elements in a film that provides information about the cast, crew, and other parties involved in the production process. Besides serving as an acknowledgment of contributions, the credit scene also functions as part of the film's closing structure and can help reinforce the overall impression left on the audience. According to Dancyger (2018), the final stage of post-production is not only concerned with technical completion but also with refining the film's overall structure and emotional impact before distribution. Therefore, the credit scene may contribute to how audiences remember and interpret the film after the

story has ended.

The finalization process refers to the last stage of post-production before a film is released to the audience. At this stage, all visual, audio, subtitle, and continuity elements are reviewed to ensure that the film meets the intended technical and creative standards. The completed project is then exported into a suitable format for screening, publication, or distribution. Through the finalization process, filmmakers can ensure that the film is presented in its most complete and polished form before reaching the audience.

2.4.3.6 Teaser and Promotional Poster Development

Teaser and promotional posters are commonly used as marketing materials to introduce a film before its official release. A teaser is a short promotional video that presents selected scenes, characters, or conflicts without revealing the entire storyline. Its main purpose is to attract audience attention, create curiosity, and encourage viewers to watch the full film. According to Kernan (2004), film trailers and teasers function as promotional tools that communicate the tone, genre, and key attractions of a film while building audience expectations before viewing.

In addition to teaser videos, promotional posters also play an important role in film promotion. A poster serves as a visual representation of a film by combining images, titles, colors, and taglines that reflect the film's theme and atmosphere. Promotional posters help audiences recognize the identity of a film and can influence their initial interest in watching it. As digital distribution platforms become more widely used, promotional posters are often adapted into thumbnails for online platforms such as YouTube and social media. Therefore, both teasers and promotional posters function as important supporting media that help increase audience awareness and engagement before a film is released.

2.5 Previous Studies

Several previous studies related to post-production and editing techniques were used as references in this research. The first study was conducted by Kuku, Haikal, and Gusmadana (2023) entitled "*Manajemen Post Production Editing pada*

Film Malam". The study discusses the post-production management process used in the short film *Malam*, especially in organizing footage, editing scenes, adjusting audio, color grading, and final rendering. The researchers explain that the editing process started from selecting footage, arranging rough cut, continuing to fine cut, and ending with final editing to maintain continuity between scenes. The study also explains that editing management is important to maintain story clarity and emotional delivery in the film. This study is relevant to the present research because both discuss how post-production stages shape storytelling and emotional atmosphere through editing techniques.

The second study was conducted by Ariani, Neta, and Munandar (2021) entitled Application of Color Grading and Music Scoring Techniques in Post Production Stage of "*Waktu Terlarang*" Horror Film. This study focuses on the application of color grading and music scoring during the post-production stage of the horror short film "*Waktu Terlarang*". The researchers explain that cold and dark color tones were applied to create tense and mysterious visual atmosphere, while music scoring was arranged to strengthen suspense and emotional tension in several scenes. The study also discusses how synchronization between visual color tone and background music can increase audience emotional engagement and strengthen dramatic situations in the story. The relevance of this study with the present research is that both focus on the role of sound and visual processing in building emotional atmosphere during post-production, although they use different genres and visual moods.

The third study was conducted by Harja et al. (2025) entitled "Development of Video-Based Learning Media Using the ADDIE Model to Enhance Students' Understanding of OHS". This study developed video-based learning media using the ADDIE model, which consists of Analysis, Design, Development, Implementation, and Evaluation stages. The researchers conducted needs analysis, storyboard and script development, video production and post-production, media implementation, and audience evaluation through questionnaires. The findings showed that the developed video achieved a feasibility score of 85.649%, indicating

that it was highly feasible as a learning medium. The study concludes that the ADDIE model provides a systematic framework for developing audiovisual products while allowing revisions based on user feedback. This study supports the present research because it demonstrates how the ADDIE model can be applied in audiovisual media development through a structured process involving production, implementation, evaluation, and revision.

Based on those previous studies, it can be understood that post-production is not only a technical process, but also an important creative stage in shaping narrative structure, emotional atmosphere, and audience experience through editing, sound design, and color processing. In addition, previous research has shown that the ADDIE model can be effectively applied in developing audiovisual media through a systematic process of analysis, design, development, implementation, and evaluation. However, the previous studies mainly focus on educational videos, horror films, and drama films. Therefore, this research focuses on the development of a slow-burn romance mystery short film that represents student life and urban spaces in Semarang, while specifically examining how post-production activities such as continuity editing, subtitle translation, sound design, and color grading contribute to shaping the final audience experience.