

**DEVELOPING A SHORT MOVIE ENTITLED
“*SIMPUL MEREKAH*” TO PROMOTE TRADITIONAL
CUISINE OF SEMARANG**



FINAL ASSIGNMENT

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

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2026

STATEMENT OF ORIGINALITY

This is to certify that the 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 standards. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

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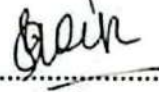

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ABSTRACT

This study aims to develop a short movie entitled “*Simpul Merekah*” to promote traditional cuisines of Semarang, namely *nasi glewo*, *nasi ayam Semarang*, and *roti ganjel rel*, for domestic and foreign tourists and to obtain stakeholders’ responses to the developed product. This study was conducted due to the limited use of audio-visual media specifically used to promote traditional cuisines of Semarang, despite its potential as an engaging and informative promotional medium. The method used is Research and Development (R&D) based on the 4D model by Thiagarajan et al. (1974), consisting of the Define, Design, Develop, and Disseminate stages. Data were collected through observation, interviews, questionnaires, expert validation, and testing with 20 respondents. The results of the study indicate that the short movie is suitable for use as a promotional medium following expert validation and revisions, and it received positive feedback from respondents as well as recognition from the Semarang City Department of Culture and Tourism. The novelty of this research lies in the development of a short movie as a promotional medium that promotes three traditional Semarang dishes through a single storyline, with the visuals and atmosphere of Semarang City serving as part of its promotional appeal.

Keywords: short movie, 4D model, promotional medium, audio visual, traditional cuisine of Semarang

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan short movie berjudul “Simpul Merekah” untuk mempromosikan makanan khas Semarang, yaitu nasi glewo, nasi ayam Semarang, dan roti ganjel rel kepada wisatawan domestik dan wisatawan asing, serta untuk mengetahui tanggapan pemangku kepentingan terhadap produk yang dikembangkan. Penelitian ini dilatarbelakangi oleh masih terbatasnya media audio visual yang secara khusus digunakan untuk mempromosikan makanan khas Semarang, meskipun media audiovisual memiliki potensi dalam menyampaikan informasi secara menarik dan informatif. Metode yang digunakan adalah Research and Development (R&D) model 4D oleh Thiagarajan et al. (1974) yang terdiri dari tahap Define, Design, Develop, dan Disseminate. Data diperoleh melalui observasi, wawancara, kuesioner, validasi ahli, dan uji coba kepada 20 responden. Hasil penelitian menunjukkan bahwa short movie dinyatakan layak digunakan sebagai media promosi setelah melalui validasi ahli dan revisi, serta memperoleh tanggapan positif dari responden dan apresiasi dari Dinas Kebudayaan dan Pariwisata Kota Semarang. Kebaruan dari penelitian ini terletak pada pengembangan sebuah film pendek sebagai media promosi yang mempromosikan tiga makanan tradisional Semarang melalui satu alur cerita, dengan visual dan suasana Kota Semarang yang menjadi bagian dari daya tarik promosinya.

Kata kunci: film pendek, model 4D, media promosi, audio visual, makanan khas Semarang.

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