

**CREATING SHORT MOVIE : “*SIMPUL MEREKAH*”
AS A PROMOTIONAL MEDIA FOR SEMARANG
SIGNATURE CUISINE**



FINAL ASSIGNMENT

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

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2026

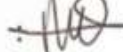
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PROMOTIONAL MEDIA FOR SEMARANG SIGNATURE
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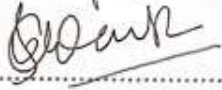

ACCEPTANCE

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ACKNOWLEDGEMENT

All praise and gratitude are offered to God Almighty for His abundant blessings and grace, which have enabled the researcher to complete this final project and compile this thesis report in a satisfactory and timely manner. This report is compiled as a form of academic accountability for the production of *Simpul Merekah*, which is part of the graduation requirements for the Applied English Bachelor's Program.

On this occasion, the researcher would like to express deepest gratitude and appreciation for all the guidance, support, and prayers that have been given during the process of completing this final project. The researcher's gratitude goes to:

1. Alfin Rosyidha, S.Pd., M.A., as the supervisor, for her invaluable guidance, encouragement, and unwavering dedication throughout this final project. The researcher would like to express sincere appreciation for her patience, understanding, and genuine care in supporting her students. Without her guidance and belief in the researcher, the completion of this final project would not have been possible.
2. Sriwahyu Istana Trahutami, S.S., M.Hum., as the Head of the Applied Foreign Language Study Program, who has consistently provided academic support and facilities during the researcher's period of study.
3. Prof. Dr. Ir. Budiyono, M.Sc., as the Dean of the Vocational School at Diponegoro University, who has provided opportunities and support for the researcher in pursuing education at the university.
4. The researcher would like to express deepest gratitude to beloved parents, Mamih, Ayah, mas Mahdi and Manu, for their endless love, prayers, support, and encouragement throughout this journey. Without their guidance and belief in the researcher, this achievement would not have been possible.
5. The researcher would like to extend her heartfelt appreciation to Chiara Nursaputi Faustine, a friend since the first year of university and an unexpected partner in completing this final project. Thank you for standing by each other's side through both challenges and achievements, and for the

patience and support throughout this journey. Sharing this experience together has been a blessing that the researcher will always cherish.

6. The researcher would like to sincerely thank high school friends, My Hani, Sila, Mufi, Acih, and others, for their constant support, and understanding throughout this journey, which greatly contributed to the completion of this final project.
7. The researcher would like to thank junior high school friends, Ica and Amel, for their constant support, encouragement, and prayers since the beginning of her university journey.
8. The researcher would like to sincerely thank 31 *Kost Erlangga*, especially Mba Puji, Mba Dipae, Ashila, Rara, and Mba Esti, for their constant support, care, and companionship throughout time in Semarang.
9. Last but not least, the researcher would like to express gratitude to herself for staying strong and choosing to keep going despite fear, self-doubt, and countless challenges along the way. This achievement reflects her resilience and perseverance, and she is proud of herself for making it to the end of this journey.

The researcher realizes that this final project is still far from perfect. Therefore, constructive criticism and suggestions are highly appreciated for future improvement and development.

Semarang, June 22th 2026

Nayla Syarifah

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ABSTRACT

This research aimed to develop “*Simpul Merekah*”, a short movie as an audio-visual promotional medium to promote Semarang signature cuisine, namely *Nasi Ayam Semarang*, *Roti Ganjel Rel*, and *Nasi Glewo*, to both domestic and international tourists. The method used in this research was Research and Development (R&D) with the 4D model proposed by Thiagarajan et al (1974), consisting of the Define, Design, Develop, and Disseminate stages. Data were collected through observation, interviews, questionnaires, expert validation, and product trials involving the target audience. The results showed that “*Simpul Merekah*” was considered suitable for use as a promotional medium after undergoing validation and revision processes. The short movie also received positive responses from respondents and appreciation from the Semarang City Department of Culture and Tourism. Therefore, the short movie proved to be an informative and engaging promotional medium for introducing Semarang signature cuisine. The novelty of this research lies in the development of a culinary promotional medium in the form of a short movie that features three Semarang signature dishes within a single storyline, supported by the visuals and atmosphere of Semarang City as promotional attractions.

Keywords : short movie, promotional media, Semarang signature cuisine, audio-visual media, 4D model.

ABSTRAK

Penelitian ini bertujuan mengembangkan “Simpul Merekah”, sebuah *short movie* sebagai media promosi audio visual untuk mempromosikan makanan khas Semarang, yaitu nasi ayam Semarang, roti ganjel rel, dan nasi glewo, kepada wisatawan domestik maupun mancanegara. Metode yang digunakan adalah *Research and Development* (R&D) dengan model 4D yang dikemukakan oleh Thiagarajan et al (1974), meliputi tahap *Define, Design, Develop, dan Disseminate*. Pengumpulan data dilakukan melalui observasi, wawancara, kuesioner, validasi ahli, dan uji coba kepada target audiens. Hasil penelitian menunjukkan bahwa *short movie* Simpul Merekah dinyatakan layak digunakan sebagai media promosi setelah melalui proses validasi dan revisi, serta memperoleh tanggapan positif dari responden dan apresiasi dari Dinas Kebudayaan dan Pariwisata Kota Semarang. Dengan demikian, *short movie* ini terbukti efektif sebagai media promosi kuliner yang informatif dan menarik. Kebaruan penelitian ini terletak pada pengembangan media promosi kuliner khas Semarang dalam bentuk *short movie* yang mengangkat tiga makanan khas Semarang dalam satu alur cerita serta didukung oleh visual dan suasana Kota Semarang sebagai daya tarik promosi.

Kata kunci: *short movie*, media promosi, makanan khas Semarang, media audio-visual model 4D.