

## **CHAPTER IV**

### **RESULT AND DISCUSSION**

In this chapter, the author explains the results and discussion of the research titled Creating a Short Movie “*Simpul Merekah*” as a Promotional Medium to Promote Semarang Signature Cuisine. The discussion in this chapter is the result of the short movie production process as a promotional medium for Semarang signature cuisine. In the development process, the author used the 4D method, consisting of the Define, Design, Develop, and Disseminate stages. Each stage explains the process the author undertook, from identifying the problem and designing the concept to producing and publishing the final results to the target audience.

#### **4.1. Result**

This section further explains the results regarding the concept, production techniques, and message conveyed in the short movie *Simpul Merekah* as an audio-visual promotional medium. The creation of this work aims to answer the research problem regarding the use of audio-visual media to introduce Semarang culinary specialties to the public in a more engaging and communicative way. The discussion is based on the results of the entire development process of the work that was carried out in the previous stage. The short movie tells a story with a dramatic flair and a flashback concept to build an emotional and nostalgic atmosphere.

In addition to discussing the plot and story concept, the author also explains the techniques of shooting, types of shots, use of footage, editing process, and selection of music and subtitles. In this section, the author also discusses the development process of the work, from identifying problems and collecting data to publishing the short movie to the target audience. The short movie was designed to combine storytelling, visual cinematography, and culinary promotion to make the information more appealing and build emotional appeal for the audience. In the results section, the author presents each stage of short movie development based on the 4D method, along with the results obtained during the production process.

#### 4.1.1. Define

In this stage, the writer identified the problems and needs related to the development of a short movie as a promotional medium for Semarang signature cuisine. This stage was carried out through observations, interviews, and questionnaire distribution to obtain data and information that support the development of the short movie as a promotional medium for Semarang's traditional culinary specialties.

##### 1) Observation

Observation was conducted by directly visiting the selected food vendors in Semarang City, namely Mas Ben's *nasi glewo*, Bu Yu Nah's *nasi ayam semarang*, and *Toko Kue Gambang* at Johar Market for *roti ganjel rel*. These locations were selected because they represented the three traditional dishes featured in the short movie. Currently, number of the vendors of that sell those three dishes in Semarang are varied. The observation showed that *nasi ayam semarang* was relatively easy to find. In contrast, *nasi glewo* and *roti ganjel rel* were more difficult to locate because only a limited number of vendors sold these dishes in Semarang City. In addition to providing information about the availability of Semarang signature cuisine, the observation also revealed that *nasi glewo*, *roti ganjel rel*, and *nasi ayam semarang* have visually appealing characteristics suitable for presentation in a short movie. The food presentation, serving process, and atmosphere of the selling locations were considered to support promotional messaging through audiovisual media.

##### 2) Interview

Interviews were first conducted with the Head of the Marketing Division and a representative of the Semarang City Department of Culture and Tourism to obtain information regarding the condition of Semarang traditional foods and the promotional strategies that have been implemented. The interview revealed that the promotion of Semarang traditional foods has primarily been carried out through social media and MSME culinary festivals, while storytelling-based audio-visual media, such as short movies, are still rarely used. In addition, the Head of the Marketing Division of the Semarang City Department of Culture and Tourism stated that *nasi glewo* is one of Semarang traditional signature cuisines that is still

not widely recognized by the public and is becoming increasingly difficult to find due to the limited number of vendors. Therefore, the Department recommended *nasi glewo* as one of the culinary objects to be featured in the short movie. This finding was supported by the interview with the *nasi glewo* seller, who explained that the limited number of vendors and the lack of promotional efforts have contributed to the dish becoming less familiar to the public.

Furthermore, an interview was conducted with the owner of *Toko Kue Gambang*, one of the vendors selling *roti ganjel rel* at Johar Market, to confirm that the product sold is *roti ganjel rel* despite the shop name. The owner explained that the business uses the name “*Toko Kue Gambang*” as a marketing strategy because many consumers perceive *roti ganjel rel* as having a hard texture. The name was intended to attract consumers interest, while the product itself has also been modified with a softer texture and additional flavor variations to better suit consumer preferences. Meanwhile, the interview with the *nasi ayam Semarang* seller indicated that the promotion of the dish is still relatively limited compared to several other traditional foods of Semarang

### 3) Questionnaire Results

To strengthen the results of the observations and interviews, the writer conducted a preliminary survey through Google Forms involving 55 respondents from various regions, with the majority of respondents coming from outside Semarang City. The questionnaire was distributed to determine the respondents’ level of familiarity with several traditional cuisines from Semarang. The survey results showed that *lumpia* (98.2%), *bandeng presto* (94.5%), and *wingko babat* (80%) had a higher level of recognition compared to *nasi ayam Semarang* (16.4%), *roti ganjel rel* (7.3%), and *nasi glewo* (1.8%).

These findings support the results of the observations and interviews, which indicated that *nasi ayam semarang*, *roti ganjel rel*, and *nasi glewo* have a lower level of recognition compared to other iconic cuisines from Semarang and therefore require more effective promotion. As a result, these three cuisines were selected as the main objects in the development of the short movie as a promotional medium for Semarang traditional cuisine.

#### **4.1.2. Design**

After completing the define stage, the next step was the design stage. At this stage, the researcher began designing the concept of the short movie “*Simpul Merekah*” as a promotional medium for Semarang traditional cuisine. The design stage was related to the pre-production process, which aimed to develop the visual concept, storyline, and various production requirements before the filming process began. This stage was carried out to ensure that the production process of the short movie could run more systematically and in accordance with the intended promotional objectives. The pre-production stage in this research included several steps, namely developing the story idea, writing the script, creating the storyboard, obtaining location permits, and arranging the filming schedule.

##### **1. Pre-Production**

The pre-production stage was the initial step in the creation of the short movie *Simpul Merekah*. At this stage, the researcher carried out various planning activities before the filming process began, including developing the story idea, writing the script, creating the storyboard, conducting location surveys and obtaining permits, as well as arranging the filming schedule. As part of the pre-production stage, location surveys and filming permits were also conducted to ensure that the selected locations were suitable for production. The filming locations were chosen based on the availability of the selected traditional dishes and the permission granted by the business owners. A more detailed explanation of the location survey and permit process is beyond the scope of this report, as the present study specifically focuses on storyboard development. This stage was conducted to ensure that the production process of *Simpul Merekah* could proceed in a more organized manner and remain aligned with the planned concept.

In this study, the writer specifically focuses on the development of the storyboard. The storyboard was created based on the written script and consists of a structured sequence of sketches that visually represent each scene in the short movie. It functions as a visual planning tool that helps translate the written script into a clearer visual format before the production process begins. The following figure presents the storyboard of the short movie Figure 4.1.



Timestamp: 00 : 15 - 00 : 45	Scene: 1	Set Plan: Kota Lama - Gereja Blenduk
		<p><b>Shot:</b> Eye Level / Medium Shot / Close Up</p> <p><b>Action:</b> Galih sibuk memotret bangunan tua dengan kamera DSLR. Dari lensa kamera terlihat sosok Karin di seberang jalan. Karin berdiri menyamping. Galih menurunkan kameranya dan menyebrang mendekati Karin.</p> <p><b>Attribute:</b> Karin memakai tas selempang Galih membawa kamera dan membawa tasnya</p>
<p><b>SCRIPT</b></p> <p>Karin : Loh?!! Galih : Karin?!! Karin : Galih kamu ngapain di sini?!! Galih : Heheh aku lagi ada project motret/ bangunan lama/ bukan nyal/ kamu di Jakarta?!! Karin : Aku udah di sini/ dari/ beberapa bulan lalu/ balik/ ke rumah!! Galih : Kamu lagi ngapain?!! Karin : Em/ lagi jalan-jalan aja sih/ refreshing!! Galih : Serindan? !! Karin : Iya!! Galih : Aku temenin/ mau gak?!!</p>		
Timestamp: 00 : 46 - 01 : 00	Scene: 2	Set Plan: Kota Lama -
		<p><b>Shot:</b> Eye Level / Medium Shot / Close Up</p> <p><b>Action:</b> Galih dan Karin jalan berdampingan Awalnya canggung. Tidak ada obrolan Beberapa langkah... mulai saling melirik. Sedikit senyum.</p> <p><b>Attribute:</b> Karin memakai tas selempang Galih membawa kamera dan membawa tasnya</p>
<p><b>SCRIPT</b></p> <p>Galih : Kamu lapar nggak?/ Maken bareng yuk/ Tapi aku gak tau mau makan apa?!! Karin : Em/ apa ya?!! Karin : Oh/ aku tau/ makan apa!! Galih : Oke/ yuk!!</p>		

Figure 4.1 Storyboard of “*Simpul Merekah*” short movie

The storyboard includes several key components, such as timestamps, scene descriptions, set designs, locations, shot types, character actions, character attributes, and dialogue. The dialogue in the storyboard was written in Indonesian to facilitate the production process before being translated into English subtitles in the post-production stage. These elements served as a detailed guide for the production team to ensure that each scene was executed according to the planned concept.

A more detailed explanation of the other pre-production activities is provided by the co-researcher, Chiara Nursaputri Faustine, in her study.

### **4.1.3. Development**

The develop stage in the 4D development model is the stage of product development based on the design that has been prepared in the previous stage. In this stage, the writer realizes the concept of the short movie *Simpul Merekah* through production and post-production processes to produce an audiovisual promotional media for Semarang signature cuisine. In addition to video production, this stage also includes product validation and testing with the target audience to determine their responses and the feasibility of the short movie before revisions are made and the final product is published. The following are the development stages applied in the develop process of this study.

#### **1. Production**

The shooting process of the short movie *Simpul Merekah* was carried out from 28–30 April 2026, with all scenes filmed based on the previously prepared storyboard. The researcher was directly involved in the technical aspects of production, particularly in determining camera angles and the types of shots used in each scene. The production process used a camera operated by a professional videographer to ensure optimal visual quality. The following section explains the use of camera angles and shot types applied in the production of the short movie *Simpul Merekah*.

##### **a) Camera angle**

###### **1) Eye Angle**

This scene uses an eye angle, showing Galih looking at Karin during a flashback of their breakup. The camera angle, positioned at the characters' eye level, creates a realistic impression and helps the audience understand the sadness and tension experienced by both characters in that moment.



Figure 4.2 Eye Angle Shot in *Simpul Merekah*

## 2) Low Angle

In the short movie *Simpul Merekah*, the low angle technique is used in a scene where Galih is taking photos of buildings in Kota Lama. The shot is taken from a lower position than the subject, making Galih's activity as a photographer more clearly visible. In addition, the use of a low angle also emphasizes the height and prominence of the buildings in the background, thereby strengthening the visual representation of Semarang City.



Figure 4.3 Low Angle

## 3) High Angle

This scene uses a high angle, showing the traditional *roti ganjel rel* from an elevated perspective. This camera angle highlights the food's appearance, texture, and presentation, allowing the audience to focus more clearly on the featured culinary item.



Figure 4.4 High Angle Shot in *Simpul Merekah*

## b) Type of Shot

### 1) Extreme Long Shot (ELS)

In the short movie, the extreme long shot technique is used to present the Lawang Sewu area in a wide view and emphasize its surrounding environment as the main focus of the frame, making the characters Galih and Karin appear very small or even barely visible. Through the use of an extreme long shot, the atmosphere and visual representation of Semarang City can be shown in a more comprehensive way.



Figure 4.5 Extreme long shot in *Simpul Merekah*

### 2) Very Long Shot (VLS)

This scene used a very long shot showing a flashback scene of Galih and Karin during their relationship, enjoying a night walk together in Kota Lama Semarang. This shot emphasizes their happy memories while presenting the atmosphere of the location.



Figure 4.6 Very Long Shot in *Simpul Merekah*

### 3) Long Shot (LS)

In the short movie, the long shot is employed to capture the movement of Galih and Karin as they head toward the *Toko Kue Gambang*. The shot allows the audience to clearly observe the characters' actions while maintaining visibility of the surrounding setting, which supports the narrative flow leading to the introduction of *roti ganjel rel*.



Figure 4.7 Long Shot in *Simpul Merekah*

### 4) Medium Long Shot (MLS)

In this short movie, a medium long shot is employed to portray the interaction between Galih and Karin while they are enjoying *nasi ayam Semarang*. This shot captures the characters' facial expressions, body language, and dining activities while still presenting the surrounding environment. The scene emphasizes their conversation and introduces *nasi ayam Semarang* as one of Semarang traditional cuisines.



Figure 4.8 Medium Long Shot in *Simpul Merekah*

#### 5) Medium Shot (MS)

In the short movie, the medium shot is applied in the scene where Galih and Karin are having a conversation while enjoying *roti ganjel rel*, in order to portray the sense of togetherness between the characters.



Figure 4.9 Medium Shot in *Simpul Merekah*

#### 6) Medium Close Up (MCU)

In the short movie, the medium close-up shot presents the character Karin from the chest up to the head in a scene set in Kota Lama, with the purpose of highlighting her facial expressions while still showing part of her upper body.



Figure 4.10 Medium Close Up in *Simpul Merekah*

#### 7) Close Up (CU)

In this short movie, a close up shot is used to highlight Karin's facial expression while she is at the *kue gambang* shop. In this scene, Karin appears shy after realizing that there is cream on her mouth. This shot emphasizes her emotional response and adds a lighthearted moment to the story.



Figure 4.11 Close Up in *Simpul Merekah*

#### 8) Extreme Close Up (ECU)

In this short movie, an extreme close up is used in this scene to highlight the visual details of *nasi ayam Semarang*. The shot focuses on the texture and appearance of the cuisine, allowing the audience to observe its distinctive characteristics more clearly. The use of this shot enhances the visual appeal of the cuisine and supports its promotional purpose in the short movie.



Figure 4.12 Extreme Close Up in *Simpul Merekah*

## 1. Post-Production

After the production stage was completed, the process continued to the post-production stage, which included offline editing to arrange the initial sequence of the storyline, followed by online editing with the addition of visual effects, music, and sound effects to make the video more engaging. In addition, this stage also involved adding voice-over narration as well as subtitles or translations when necessary to support and complete the information presented in the video.

### a) Offline Editing

The post-production stage begins with the offline editing process, which involves selecting and arranging footage according to the storyline planned in the script and storyboard. At this stage, the writer collaborates with the videographer to organize the sequence of scenes and transitions using Adobe Premiere Pro 2022, resulting in a rough cut as the initial version of the video.

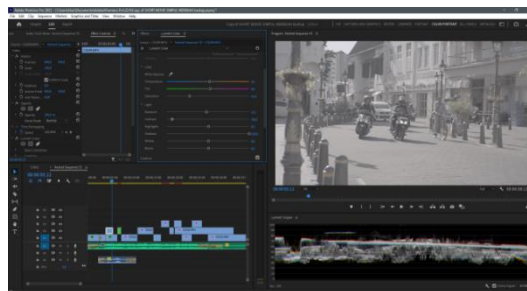


Figure 4.13 Offline Editing

After the video structure was arranged, the videographer reviewed the entire sequence of scenes to ensure consistency between the visuals and the narrative.

Once the visuals were approved by the writer as the director, the editing process was considered complete and proceeded to editing online.

#### b) Editing Online

Online editing is the refinement stage carried out after the offline editing process has been completed. At this stage, the writer and the videographer work together to perform color grading, adjust lighting and contrast, and enhance the overall visuals using Adobe Premiere Pro 2022, in order to make the short movie more visually appealing and consistent with the intended story concept.

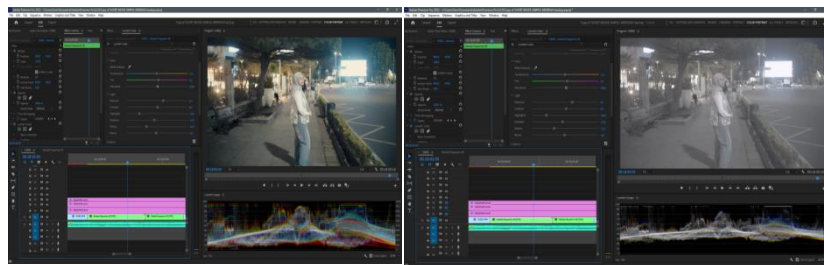


Figure 4.14 Editing Online

#### c) Music Scoring

Music scoring is the process of adding background music to a short movie to support the mood and emotions in each scene. At this stage, the videographer suggests several background music options, which are then selected together with the writer to match the storyline, so that the message of the short movie can be more effectively conveyed to the audience.

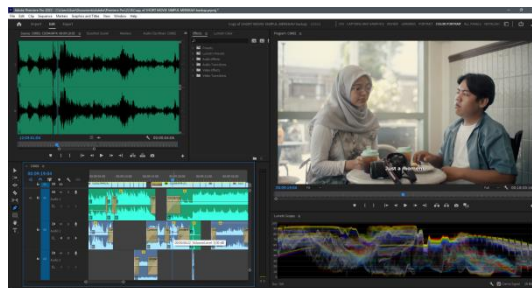


Figure 4.15 Music Scoring

The music scoring process was carried out using Adobe Premiere Pro by adjusting the music tempo, scene transitions, and the mood of each scene in order to support the storytelling concept of the short movie *Simpul Merekah*.

#### d) Sound Mixing

Online editing is the final refinement stage of the entire editing process, following the completion of offline editing. During this stage, the filmmaker performs color grading, adjusts lighting and contrast, and makes visual refinements using Adobe Premiere Pro to ensure the short film looks more engaging and aligns with the story's intended concept.

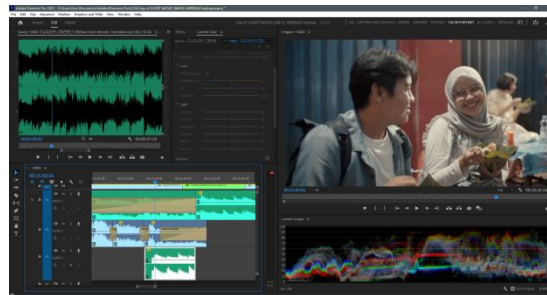


Figure 4.16 Sound Mixing

In addition, online editing was performed to unify the color tone across scenes, smooth out video transitions, and enhance the emotional atmosphere in each scene, so that the final short film looks more polished and is a pleasure to watch.

#### e) Subtitling

Subtitling is the process of adding dialogue text on the screen to help viewers understand the conversations in dialogue in a short movie. In this stage, the dialogues were translated from Indonesian into English using DeepL as a translation tool. The translated subtitles were then proofread to ensure accuracy, readability, and suitability with the context of Semarang signature cuisine presented in the short movie.

During the translation process, several traditional culinary terms did not have widely recognized English equivalents. Therefore, the names of dishes such as *nasi glewo*, *nasi ayam semarang*, and *roti ganjel rel* were retained in their original form to preserve their cultural identity and uniqueness. Meanwhile, some

ingredients were explained using English terms that could help international audiences better understand their meaning. For instance, *kencur* was translated as aromatic ginger, while *koyor sapi* was described as beef tendon. This approach was adopted to maintain the authenticity of the culinary information while making the ingredients and dishes featured in the short movie more accessible to international tourists.



Figure 4.17 Subtitling

After being translated, the subtitles were integrated into Adobe Premiere Pro 2022 by adjusting the timing and duration of each subtitle to ensure readability and alignment with the audio. For example, the Indonesian dialogue “*Nasi glewo itu khasnya pakai koyor sapi.*” was translated into English as “*nasi glewo is unique because it is made with beef tendon.*” The subtitles were included to help a wider audience, including domestic and international tourists, understand the content of the short movie.

### 3. Expert Validation

After the production and post-production processes were completed, the short movie *Simpul Merekah* entered the expert validation stage. At this stage, the researcher submitted the initial product to the supervising lecturer, who acted as a validator to assess both the content and media aspects. The content evaluation included the material accuracy, language use, and subtitle correctness, while the media evaluation focused on the visual presentation and the overall quality of the short movie.

To support the validation process, the researcher prepared a validation sheet that was given to the validator. The validation sheet contained three assessment

options feasible without revision, feasible with revisions according to guidelines, and not feasible. Based on the validation results conducted on 13 May 2026, the validator provided an assessment with the note “*layak digunakan dengan revisi sesuai aturan.*”

The validator also provided several comments and suggestions that were used as the basis for revising the product, including corrections of spelling and punctuation in the subtitles, blurring subjects faces, ensuring that all individuals appearing in the video had signed consent forms, revising the credits, and removing excessive scenes. The following figure presents the expert validation sheet completed by the validator.

The figure shows two expert validation forms. The left form is titled 'Form of Validation Product' for 'Simpul Merekah: Traditional Cuisine of Semarang'. It is a 'Material Expert Validation' form completed by Alfin Rosyidha S.Pd., M.A. on 15 May 2026. It contains 10 questions with checkboxes for 'Not', 'Fairly', 'Accurately', and 'Very' followed by the respective quality terms. The 'Very' options are all checked. Question 9 includes handwritten feedback: 'Ya, add the information related to the history of the food' and 'The subtitle is quite accurate, however, the punctuation needs to be revised accordingly'. Question 10 includes: 'Make sure everyone in the video is giving the consent form for appearing in the video.' The right form is a 'Media Expert Validation' form, also by Alfin Rosyidha S.Pd., M.A. on 15 May 2026. It contains 10 questions with checkboxes for 'Not', 'Fairly', 'Suitable', and 'Very' followed by the respective quality terms. The 'Very' options are all checked. Question 10 includes handwritten feedback: 'Excessive scene of "Dapur Home" need to be deleted.'

Figure 4.18 Validation Expert Form

#### 4. Target Audiences

After the expert validation process was completed, the next stage was developmental testing with the target audience. The trial was conducted on 17 May 2026, involving 20 respondents from three groups: international tourists, Applied Foreign Languages students, and domestic tourists from outside Semarang City. The intended target audience of the short movie consisted of foreign tourists and

domestic tourists from outside Semarang, as the product was developed to promote Semarang signature cuisine to these groups. However, due to the difficulty in finding foreign tourists during the testing stage.. The trial aimed to determine the audience's responses and level of interest in the short movie *Simpul Merekah* as a promotional medium for Semarang signature cuisine. The questionnaire was distributed via Google Forms after respondents watched the short movie and covered three assessment aspects concept, audio-visual, and linguistic. Table 4.1 presents the questionnaire statements.

Table 4.1 Statements

No	Statements	Average	Interval
1.	The storyline in the short movie is easy to understand.	3.80	Strongly Agree
2.	The storytelling approach makes the information about Semarang traditional food more interesting.	3.85	Strongly Agree
3.	The duration of the short movie is suitable for delivering the information effectively.	3.70	Strongly Agree
4.	The background music and sound effects support the atmosphere of the short movie.	3.80	Strongly Agree
5.	The cinematography of the short movie is visually appealing.	3.80	Strongly Agree
6.	The audio-visual presentation in this short movie increases my interest in trying Semarang traditional foods.	3.85	Strongly Agree
7.	The subtitles support my understanding of the story and information delivered in the short movie.	3.85	Strongly Agree
8.	The subtitles make the short movie easier for international audiences to enjoy.	3.80	Strongly Agree

9.	English subtitles are appropriate and easy to understand.	3.75	Strongly Agree
10.	The timing of the subtitles matches the dialogue in the short movie.	3.80	Strongly Agree

Based on the evaluation of ten questionnaire statements for the short movie *Simpul Merekah*, it can be concluded that the respondents generally expressed positive responses toward the film quality. This is reflected in the overall mean score of 3.80, which falls under the “Strongly Agree” category based on the Likert scale with a total of 20 respondents.

In terms of content, the statement regarding the clarity of the storyline obtained a mean score of 3.80, indicating that the narrative was easy for viewers to understand. In addition, the approach used to deliver information about Semarang traditional cuisine was considered engaging with a mean score of 3.85, while the film duration was regarded as appropriate for effectively conveying information, with a mean score of 3.70.

From the audio-visual aspect, background music and sound effects received a mean score of 3.80, indicating that they successfully supported the mood of the film. The cinematography quality was perceived as visually appealing with a mean score of 3.80, and the overall audio-visual presentation successfully increased viewers interest in trying Semarang traditional cuisine with a mean score of 3.85.

From the linguistic aspect, subtitles were considered highly helpful in improving viewers’ understanding of the story and the information presented, with a mean score of 3.85. Subtitles also made it easier for international viewers to follow the film, with a mean score of 3.80. The use of English in the subtitles was considered appropriate and easy to understand, with a mean score of 3.75, while the timing accuracy of subtitle appearance in relation to dialogue received a mean score of 3.80. Overall, the short movie *Simpul Merekah* demonstrated strong performance across key production aspects, particularly in content delivery, audio-visual quality, and subtitle usage to reach a wider audience.

In addition, through the Google Form, respondents were also asked to provide comments and suggestions after watching the short movie *Simpul Merekah*. These responses were used as evaluation material to understand the audience's impressions of the developed film. Respondent SIS stated that the storyline was well-presented, not boring, and was able to maintain audience attention until the end. The respondent also expressed interest in trying *nasi glewo* and *nasi ayam Semarang* after watching the film.

Respondent AAND stated that the short movie *Simpul Merekah* was very engaging and successfully encouraged her to try the featured dishes due to their appetizing visual presentation. Respondent HNZ recommended the film to friends who plan to visit Semarang, as it helps introduce local culinary options to potential tourists. Respondent ZPA added that the film not only encourages viewers to try Semarang signature cuisine but also provides new knowledge about local food culture. Respondent S gave positive feedback on the film's production quality, stating that it appears professional in both presentation and technical aspects.

Overall, the target audience responses indicate that *Simpul Merekah* received positive feedback. The storyline, dialogue, visuals, and cinematography effectively conveyed information about Semarang signature cuisine.

## **5. Revising Product**

After the validation and trial processes were completed, the writer revised the short movie *Simpul Merekah* based on the feedback and suggestions obtained to improve both the content and visual presentation before entering the disseminate stage. During the pre-production stage, the script was revised by adding historical information about the featured foods, in accordance with the supervisor recommendations.

The revised aspects are explained as follows.

### **a. Sensor Subject Face**

In the scene where the actor and actress enter *Toko Kue Gambang*, the writer blurred the faces of several individuals captured behind the male actor. This revision was made based on the supervisor's suggestion to protect the privacy of individuals who were not directly involved in the short movie production.



Figure 4.19 Before revision



Figure 4.20 After revision

b. Delete Excessive Scene

At the editing stage, the writer removed several excessive scenes, such as Dapur Harsa's part in the *nasi glewo* scene. This was done by cutting footage that was considered less relevant to the storyline. The removal aimed to make the narrative flow more focused and consistent with the short movie concept.



Figure 4.21 Excessive scene

c. Credit Revision

Based on the validator's suggestions, the writer added names to the credits section of the short movie *Simpul Merekah*, particularly for the scriptwriter and editor roles. This addition was made to ensure that all contributors involved in the production process are properly and completely listed in the credits. The following section presents a comparison of the credits before and after the revision.

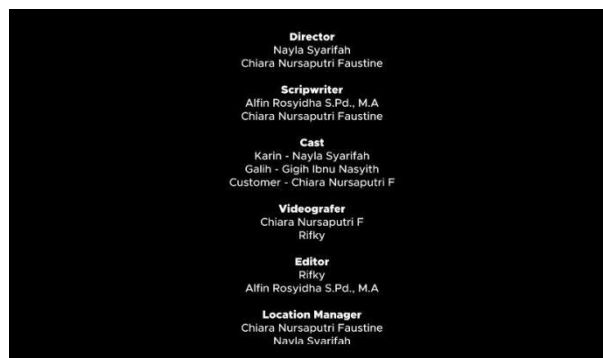


Figure 4.22 Credit Revision

d. Consent Form

The writer also ensured that all individuals appearing in the short movie had provided consent or signed consent forms for their appearance in the video. The following section presents the consent forms from the participants featured in the short movie.

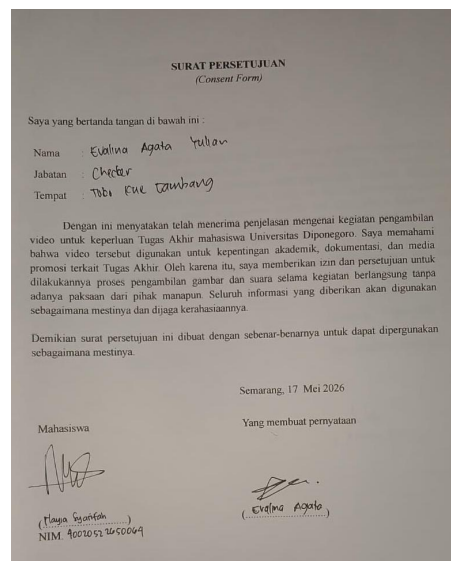


Figure 4.23 Consent Form

e. Subtitle Revision

The writer revised the English subtitles based on feedback provided by the supervisor. The revisions mainly focused on improving punctuation to ensure that the subtitles are more accurate and appropriate. In addition, several other adjustments were also made to enhance the overall quality of the subtitles. The following section presents a comparison of the subtitles before and after revision.

Table 4.2 Subtitle Revision

Indonesia	Translate	Revision
Galih : Tapi, kenapa namanya gitu dah? Apa karena teksturnya yang	Galih : But why is it called that? Is it because of its hard texture?	Galih : But why is it called that? Is it because of its hard texture?

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keras?

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Karin : Iya, roti ganjel rel itu dinamakan ini karena bentuk nya seperti bantalan rel kereta. Makanya namanya roti ganjel rel

Karin : Yes, *roti ganjel rel* is called that because its shape looks like a railway sleeper. That's why it's named *roti ganjel rel*.

Karin : Yes, *roti ganjel rel* is called that way because its shape looks like a railway sleeper. That's why it's named *roti ganjel rel*.

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Galih : Pantess, pas di kasir aku inget bentukan nya kaya apa ya, kaya pernah lihat

Galih : No wonder, when I was at the cashier, I kept thinking, 'What does this shape remind me of?' It looked so familiar.

Galih : No wonder, when I was at the cashier, I kept thinking, 'What does this shape remind me of?' It looked so familiar.

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Galih : Mau ikut aku gak? Mau foto-foto, didepan lagi

Galih : Do you want to come with me? Let's take some pictures in front of again.

Galih : Do you want to come with me? Let's take some pictures again.

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#### 4.1.4. Disseminate

The disseminate stage is the final stage in the 4D development model, which aims to distribute the developed product to the target audience. At this stage, the short movie *Simpul Merekah*, which has undergone validation, testing, and revision, is published as an audiovisual promotional medium for Semarang signature cuisine through the Applied Foreign Language YouTube platform.

Before the publication process, the writer submitted the short movie *Simpul Merekah* to the Semarang City Department of Culture and Tourism on 20 May 2026 through the Head of the Marketing Subdivision as a form of stakeholder review and to obtain feedback and suggestions. The screening test was conducted in the 8th floor meeting room of *Gedung Pandanaran* and was attended by the Head of the Marketing Subdivision of Semarang. Based on the feedback provided, Semarang

City Department of Culture and Tourism stated that the short movie *Simpul Merekah* successfully introduces Semarang signature cuisine with attractive visuals and clear storytelling. The stakeholders also expressed appreciation and considered the quality of the short movie to be very good. In addition, Disbudpar requested the creation of a teaser as an initial promotional content. The following section presents the feedback from the Semarang City Department of Culture and Tourism.



Figure 4.24 Feedback form Disbudpar

After receiving feedback from the Semarang City Department of Culture and Tourism, the author submitted a Handover Report (BAST) to the Head of the Marketing Division as formal documentation of the delivery of the final product, namely the short movie *Simpul Merekah*, to support the promotion of Semarang signature cuisine. The final version of *Simpul Merekah* was subsequently published on May 20, 2026, on the Applied Foreign Languages YouTube channel to reach a wider audience. The publication was intended to introduce Semarang signature cuisine to both domestic and international tourists through an engaging audio-visual medium. Figure 4.25 presents the publication of *Simpul Merekah* on the Applied Foreign Languages YouTube channel.

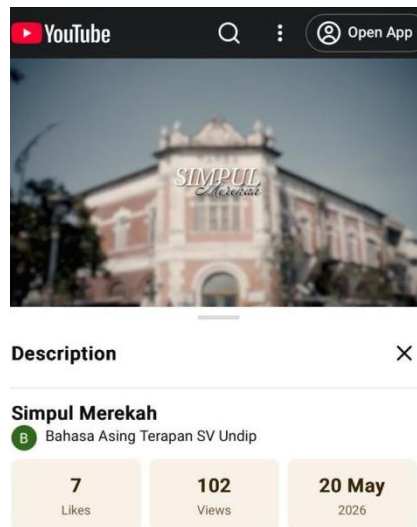


Figure 4.25 Applied Foreign Language YouTube channel

In addition to being published on YouTube, the short movie *Simpul Merekah* has also been registered for Intellectual Property Rights (HKI) as a form of protection for the developed work. This registration was carried out to provide legal protection for the produced work while also supporting the product dissemination stage.

#### 4.2. Discussion

This research discusses the development process of *Simpul Merekah*, a short movie designed as a promotional medium for Semarang signature cuisine, featuring *nasi glewo*, *nasi ayam semarang*, and *roti ganjel rel*. The product was developed using the Research and Development (R&D) method with the 4D model proposed by Thiagarajan et al. (1974), which consists of the Define, Design, Develop, and Disseminate stages. During the Define stage, observations, interviews, and questionnaires were conducted to gather information about Semarang signature cuisine and the media used to promote it. The findings indicated that *nasi glewo*, *nasi ayam semarang*, and *roti ganjel rel* were less recognized by the public compared to other well-known Semarang dishes. In addition, the use of audio-visual media for promoting Semarang signature cuisine was still limited.

In the Design stage, the author carried out the pre-production stage served as the foundation for the production process through several planning activities, namely storyline development, script writing, storyboard creation, location surveys, filming permits, and shooting schedule preparation. This finding supports the theory proposed by Pham (2013), which explains that these activities are essential components of the pre-production stage before the filming process begins. In the Develop stage, the production and post-production processes were carried out, including filming, video editing, music scoring, sound mixing, and subtitling. After the product was completed, expert validation, target audience testing, and revisions were conducted based on the feedback received. This stage aimed to ensure that the short movie was suitable for use as a promotional medium in terms of conceptual, audio-visual, and linguistic aspects. The final stage was Disseminate, which involved submitting the product to the Semarang City Department of Culture and Tourism as a stakeholder to obtain feedback and responses regarding the developed product, as well as publishing the short movie through the Applied Foreign Languages YouTube channel.

The first previous study by Putra, Prayanto, and Yudani (2015) focused on promoting Semarang street food in general, whereas this research specifically highlights *nasi glewo*, *nasi ayam semarang*, and *roti ganjel rel* as the main promotional objects. In addition, this research developed a short movie that not only provides information about Semarang signature cuisine but also incorporates character interactions, dialogues, and the atmosphere of Semarang City to support the delivery of culinary promotion. The second previous study by Latifah (2023) focused on promoting culinary tourism at Pasar Gede Solo using the Japanese language, whereas this research focuses on promoting Semarang signature cuisine through English subtitles. In addition to the difference in promotional objects, this research developed a promotional medium in the form of a short movie that combines a storyline, dialogues, and emotional elements to deliver information about Semarang signature cuisine. The third previous study by Noviyanti, Setiawan, and Setyawan (2017) used a short informative promotional video with a duration of 2 minutes and 20 seconds, whereas this research developed a short movie that

integrates narrative elements, dialogues, and culinary visuals into a unified story to promote Semarang signature cuisine.

During the observation stage, the researcher encountered difficulties in locating a vendor selling *nasi glewo* because only a limited number of vendors still offered the dish in Semarang City. After searching through social media and visiting several locations, the researcher eventually identified a *nasi glewo* vendor through a personal contact. This finding is consistent with the interview results obtained from the Head of the Marketing Division of the Semarang City Department of Culture and Tourism, who explained that although *nasi glewo* is recognized as one of Semarang's traditional signature cuisines, it has become increasingly difficult to find due to the limited number of vendors selling it. In addition, adjustments to several scenes were required during the production process because the filming location at *Toko Kue Gambang* was quite crowded. A scene that was originally planned to depict the main characters accidentally bumping into each other near the cashier was revised into a scene where they met while collecting their orders. Another challenge occurred during the filming of the *roti ganjel rel* production process, which had a limited production schedule. As a result, the shooting period, originally planned for two days, was extended to three days to allow sufficient time for capturing the bread making process.

Based on the feedback provided by the Semarang City Department of Culture and Tourism, the *Simpul Merekah* short movie received positive responses. The institution considered the visual quality and overall concept of the short movie to be well developed and recommended the addition of a teaser to support its publication and increase audience interest. The Department also noted that the duration of approximately 18-minutes was relatively long for digital promotional media. Despite this suggestion, the short movie was considered appropriate as an audio-visual medium for promoting Semarang traditional cuisine. These findings are consistent with Sajaroh and Imanto (2026), who state that audio-visual media can effectively deliver promotional messages by combining visual elements and storytelling in an engaging way. Therefore, the positive evaluation from the Semarang City Department of Culture and Tourism indicates that *Simpul Merekah*

has successfully applied these elements to introduce and promote Semarang traditional cuisine.