

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusions

The process of pre-production of the short film “*Welas Asih Di Tengah Perbedaan*” as a promotional tool for religious tourism in Semarang was carried out through a systematic and structured series of stages based on the Borg and Gall (1983) Research and Development model, simplified into eight stages. The pre-production process began with research and information collection through direct field observations, interviews with site managers, and literature studies related to the four selected religious tourism destinations, namely Avalokitesvara Pagoda, Assafinatun Najah Mosque, Achmad Bin Adenan Mosque, and Maria Kerep Ambarawa Cave. This was followed by the planning stage, which encompassed the development of the storyline, scriptwriting, storyboard creation, location permits, and shooting schedules, as well as the preparation of technical equipment and production materials. The initial product development stage then translated all planning outputs into actual production through on-location shooting at the four designated religious tourism sites, followed by post-production activities including video editing, color grading, audio mixing, subtitle insertion, and final rendering. The entire pre-production process was designed to ensure that the resulting short film could effectively fulfill its dual function as both a religious tourism promotional medium and a vehicle for conveying the values of tolerance and interfaith harmony to a wider audience.

The response and feedback from audiences toward the short film “*Welas Asih Di Tengah Perbedaan*” as a tourism promotion tool demonstrated a high level of acceptance and effectiveness. Based on the results of questionnaires administered to 73 respondents consisting of 41 domestic students and 32 international students residing in Semarang, the film received an average rating categorized as Strongly Agree across all assessed aspects, including audiovisual quality, content relevance, and linguistic clarity. Domestic respondents consistently gave high ratings across all aspects, confirming that the film's narrative approach, natural dialogue, and subtitle presentation were effective in communicating both the tourism promotion

message and the values of tolerance and compassion. International respondents similarly gave predominantly positive ratings, though several noted limitations in language accessibility, providing a clear empirical basis for the recommendation to include English subtitles in future iterations of the product. Overall, these findings confirm that the short film “*Welas Asih Di Tengah Perbedaan*” is a suitable medium for promoting religious tourism destinations in Semarang while simultaneously disseminating the values of interfaith harmony and compassion to both local and international audience

5.2 Suggestions

The researcher acknowledges that the research process and the development of the short film “*Welas Asih Di Tengah Perbedaan*” (Compassion Amidst Differences) had several limitations, which prevented certain expectations from being fully realized. The researcher hopes that future studies and development projects will be able to feature a greater number of religious tourism destinations that represent the religious and cultural diversity of the Greater Semarang area, thereby expanding the promotion of religious tourism. However, limitations in terms of time, production budget, and available resources resulted in this study focusing only on four religious tourism destinations, namely Pagoda Avalokitesvara, Masjid Assafinatun Najah, Masjid Achmad Bin Adenan, and Goa Maria Kerep Ambarawa. In addition, the researcher had hoped to conduct a broader dissemination process through various digital platforms and organize public film screenings for local communities and tourists; however, these activities could not be fully implemented due to the limited timeframe of the study. From a production perspective, the researcher also hopes that future developments can further enhance the visual and audio quality through the use of more professional equipment, a wider variety of cinematographic techniques, and a broader range of filming locations. Furthermore, future research is expected to involve a larger and more diverse group of respondents, including both domestic and international tourists, so that the effectiveness of the film as a promotional medium for religious tourism can be evaluated more comprehensively.