

**Developing of A Short Film “*Welas Asih Di Tengah Perbedaan*” To Promote Religious Tourism in Greater Semarang**



FINAL PROJECT

A Partial Fulfilment of the Requirements for the Applied

Foreign Language Bachelor Degree

by

Student Number: 40020522650088

**BACHELOR OF APPLIED FOREIGN LANGUAGE**

**VOCATIONAL COLLEGE**

**UNIVERSITAS DIPONEGORO**

**2026**

## STATEMENT OF ORIGINALITY

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

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Date : Semarang, June 9<sup>th</sup>, 2026

**APPROVAL SHEET**

**A FINAL PROJECT**

**DEVELOPING OF A SHORT FILM “*WELAS ASIH DI  
TENGAH PERBEDAAN*” TO PROMOTE RELIGIOUS  
TOURISM IN GREATER SEMARANG**

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Semarang, June 9<sup>th</sup>, 2026

A handwritten signature in black ink, appearing to read 'Salvian Syuja Hanadito', written in a cursive style.

Salvian Syuja Hanadito

## ABSTRACT

This research focuses on developing a short film titled “*Welas Asih Di Tengah Perbedaan*” (Compassion Amidst Differences) intended as a promotional tool for religious tourist sites in Semarang, while also highlighting the principles of compassion, tolerance, and harmony among different faiths. The study utilized the Research and Development (R&D) methodology inspired by Borg and Gall (1983), which encompasses eight phases: research and information collection, planning, developing a preliminary form of the product, preliminary field testing, main product revision, main field testing, final product revision, and finally, dissemination and implementation. The outcome of this project is a short film lasting 29 minutes and 30 seconds, showcasing four religious tourism locations: Pagoda Avalokitesvara, Masjid As-Safinatun Najah, Masjid Achmad Bin Adenan, and Goa Maria Kerep Ambarawa. Before it was launched, the film underwent evaluation by experts in the relevant fields and media. Information was obtained through questionnaires given to 73 participants, including 41 local respondents and 32 international respondents living in Semarang. The results show that the film was evaluated very positively in all categories measured, such as image quality, sound quality, relevance of content, appropriateness of language, and effectiveness of subtitles. A significant number of respondents chose the “Strongly Agree” option, indicating that the film is both practical and effective for promoting religious tourism. The finalized product was shared on YouTube to broaden its reach to a larger audience. This research concludes that narrative-centered short films can act as a creative promotional instrument for religious tourism while encouraging respect for cultural diversity and interfaith understanding.

**Keywords:** short film, religious tourism, Semarang, promotional media, Research and Development, tolerance, audiovisual.

## ABSTRAK

Penelitian ini berfokus pada pembuatan film pendek berjudul “*Welas Asih Di Tengah Perbedaan*” yang ditujukan sebagai media promosi destinasi wisata religi di Semarang sekaligus mengangkat nilai-nilai welas asih, toleransi, dan kerukunan antarumat beragama. Penelitian ini menggunakan metode Research and Development (R&D) yang diadaptasi dari model Borg dan Gall (1983), yang terdiri atas delapan tahapan, yaitu research and information collection, planning, developing a preliminary form of product, preliminary field testing, main product revision, main field testing, final product revision, serta dissemination and implementation. Hasil dari penelitian ini berupa film pendek berdurasi 29 menit 30 detik yang menampilkan empat destinasi wisata religi, yaitu Pagoda Avalokitesvara, Masjid As-Safinatun Najah, Masjid Achmad Bin Adenan, dan Goa Maria Kerep Ambarawa. Sebelum dipublikasikan, film tersebut terlebih dahulu melalui proses validasi oleh ahli materi dan ahli media. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 73 responden yang terdiri atas 41 responden domestik dan 32 responden internasional yang berdomisili di Semarang. Hasil penelitian menunjukkan bahwa film memperoleh penilaian yang sangat positif pada seluruh aspek yang diukur, meliputi kualitas visual, kualitas audio, relevansi isi, penggunaan bahasa, serta efektivitas subtitle. Sebagian besar responden memberikan jawaban “Sangat Setuju”, yang menunjukkan bahwa film ini layak dan efektif digunakan sebagai media promosi wisata religi. Produk akhir kemudian dipublikasikan melalui platform YouTube untuk menjangkau audiens yang lebih luas. Penelitian ini menyimpulkan bahwa film pendek yang berpusat pada narasi dapat menjadi media promosi yang kreatif dan inovatif untuk memperkenalkan destinasi wisata religi sekaligus mendorong apresiasi terhadap keberagaman budaya, toleransi, dan pemahaman antarumat beragama.

**Kata Kunci:** film pendek, wisata religi, Semarang, media promosi, Research and Development, toleransi, audiovisual.

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