

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusions

This study aimed to answer two research questions concerning the post-production process of the short film “*Welas Asih Di Tengah Perbedaan*” as a promotional tool for religious tourism in Semarang, and the responses of audiences and related parties toward the film as a medium for promotion and education. Based on the findings presented in the preceding chapters, the following conclusions are drawn.

In response to the first research question regarding the post-production process, the findings reveal that the post-production of “*Welas Asih Di Tengah Perbedaan*” was carried out through a series of structured and interconnected stages. The process began with video editing in Adobe Premiere Pro, where all footage from the four filming locations was organized, sequenced, and assembled into a coherent narrative. Scene transitions were refined to ensure smooth visual continuity between the destinations, and the overall pacing of the film was adjusted to maintain audience engagement throughout. The second stage involved color correction and color grading, during which technical color adjustments were applied using the Rec.709 S-Log3 LUT, white balance correction, the SL Matrix Mars creative look, and curve and RGB level fine-tuning. These adjustments ensured visual consistency across scenes filmed in different lighting conditions and enhanced the spiritual and cultural atmosphere of each religious tourism destination. The third stage addressed sound design and audio mixing, where dialogue, narration, natural ambient sounds, and background music were layered and balanced to create an immersive and emotionally resonant audio experience. Particular attention was given to ensuring that the narration and spoken content remained clearly audible without being overwhelmed by the musical score. The fourth stage involved the preparation and synchronization of English subtitles. Subtitle timing, readability, spatial constraints, and synchronization with the spoken narration were carefully adjusted so that the subtitles functioned effectively as a comprehension aid for both local and international audiences. During this process,

several subtitling strategies were applied, including condensation, transfer, and paraphrase, in order to maintain accuracy within the temporal and spatial limitations of subtitle presentation. The final stage consisted of a comprehensive product revision conducted after the main field testing phase, during which scene continuity, audio balance, subtitle accessibility, location text clarity, color consistency, and the emotional tone of reflective religious scenes were further refined. Through these combined stages, the post-production process produced a final short film that effectively integrated visual, auditory, and linguistic elements into a unified promotional and educational product.

In response to the second research question regarding audience and stakeholder responses, the findings indicate that the short film *“Welas Asih Di Tengah Perbedaan”* was received positively by both local and international respondents. Among the 41 local Indonesian respondents, all evaluation statements across the audiovisual, content, and linguistic aspects were rated in the “Strongly Agree” category. The highest average scores were recorded on the linguistic aspect, reflecting that the natural language use and clear subtitles made the film accessible and comprehensible to local audiences. The content aspect also received strong ratings, particularly on statements related to the film’s ability to increase interest in visiting religious tourism destinations and to represent the diversity of religious life in Semarang, indicating that the storytelling approach was effective in building a positive perception of the destinations. Among the 32 international respondents, all statements were similarly rated in the “Strongly Agree” category, with the highest average score recorded on video quality and clarity. However, some international respondents provided lower ratings on the linguistic aspect, suggesting that language barriers remain a challenge for certain global audiences despite the inclusion of English subtitles. This finding underlines the importance of expanding subtitle accessibility in future productions. Overall, the consistently positive responses from both groups confirm that the short film functions effectively as both a promotional medium for religious tourism in Semarang and as an educational resource that communicates the values of compassion, tolerance, and interfaith respect to diverse audiences.

5.2 Suggestions

Based on the results of the research and development conducted, several recommendations can be made. Administrators of religious tourist sites are advised to utilize audiovisual media, particularly short films, as a more creative and engaging promotional tool to reach a wider audience. Additionally, the development of digital promotional media needs to be continuously improved so that information regarding the potential of religious tourism in Semarang can be conveyed more effectively to both local and international tourists. For future researchers, this study can be further developed by involving a larger and more diverse sample of respondents so that the analysis results obtained are more comprehensive and representative. Future research could also explore the effectiveness of various other types of promotional media, such as documentary videos, social media content, or virtual tours, to compare their success rates in promoting religious tourism destinations.

In addition, future developments of similar films could include featuring more religious tourist sites from Semarang and other regions, expanding the use of various languages and subtitles, and leveraging a variety of digital platforms to reach a wider audience. In this way, religious tourism promotional films are expected to have a more significant impact in showcasing Indonesia's cultural and religious richness, while also strengthening the image of religious tourism as a destination with educational and inspirational value.