

**FROM SCRIPT TO SCREEN: THE PRODUCTION OF  
“WELAS ASIH DI TENGAH PERBEDAAN” AS A  
PROMOTIONAL SHORT FILM FOR RELIGIOUS  
TOURISM IN GREATER SEMARANG**



**FINAL PROJECT**

**A Partial Fulfillment of the Requirements for the Applied Foreign  
Languages Bachelor Degree**

**By**

**Fariz Aditya**

**Student Number: 40020522650086**

**BACHELOR OF APPLIED FOREIGN LANGUAGES  
VOCATIONAL COLLEGE  
DIPONEGORO UNIVERSITY  
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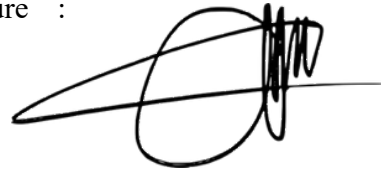
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Name : Fariz Aditya

SID : 40020522650086

Signature :

A handwritten signature in black ink, consisting of a large, stylized loop followed by several vertical strokes.

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

**APPROVAL SHEET**

**A FINAL PROJECT**

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**by**


**Fariz Aditya**

**40020522650086**

**Date: June 9<sup>th</sup> 2026**

**Approved by**

**Supervisor**



**Aditya Nur Patria, S.Hum., M.App.Ling.  
NIP. 199012182020121007**




## ACCEPTANCE

Name : Fariz Aditya  
SID : 4000522650086  
Study Program : Applied Foreign Language  
Title of Final Project : FROM SCRIPT TO SCREEN: THE  
PRODUCTION OF “*WELAS ASIH DI TENGAH  
PERBEDAAN*” AS A PROMOTIONAL SHORT  
FILM FOR RELIGIOUS TOURISM IN  
GREATER SEMARANG

**“This study has been examined and is accepted for impartial fulfilment of the requirement for the degree of Bachelor of Applied Foreign Languages of Vocational College, Universitas Diponegoro.”**

### Board of Examiners

1. Aditya Nur Patria, S.Hum., M.App.Ling. (Chairperson)
2. Alfin Rosyidha, S.Pd., M.A. (Member)
3. Naila Rohmah, S.Pd., M.Li. (Member)

:   
:   
: 

Semarang, 26<sup>th</sup> June, 2026

Head of Applied Foreign Language Study Program



Sriwahyu Istana Trahutami S.S., M.Hum.  
NIP. 197401032000122001

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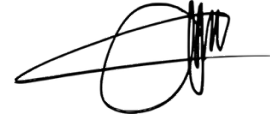
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Semarang, June 9<sup>th</sup> 2026

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Fariz Aditya

## ABSTRACT

This study focuses on the production of a promotional video titled “*Welas Asih DI Tengah Perbedaan*” as a means of introducing religious tourist sites in Greater Semarang. The research method employed is the Research and Development (R&D) model proposed by Borg and Gall (1983). The researcher simplified the ten stages of R&D into just eight stages, referencing Emzir’s (2011) view that simplification can be done with a clear objective. Through these eight stages, the researcher conducted information gathering, planning, initial development, preliminary testing, revision of the initial product, field testing, final revision, and dissemination and implementation. The research process involved direct observation, visual documentation, and evaluation forms distributed to both Indonesian and international individuals, whether they were working professionals or students. The evaluation results indicate that the promotional video created by the researcher is clear and engaging in introducing the religious tourism available in Semarang. The researcher distributed the promotional video via YouTube for the full video and Instagram for previews or clips, which helped increase view counts and reach a wider audience. This demonstrates that the video has the potential to enhance tourism promotion, support the growth of the creative economy, and simultaneously preserve religious sites in the city of Greater Semarang.

**Keywords:** *Promotional video, Religious tourism, Research and Development (R&D)*

## ABSTRAK

Penelitian ini berfokus pada pembuatan video promosi yang berjudul Welas Asih Di Tengah Perbedaan sebagai sarana untuk memperkenalkan tempat-tempat wisata religi yang ada di Semarang dan sekitarnya. Metode penelitian ini menggunakan Research and Development (R&D) dari Borg and Gall (1983). Peneliti menyederhanakan sepuluh tahap R&D menjadi hanya delapan tahap dengan merujuk pada pendapat Emzir (2011) bahwa tahap penyederhanaan dapat dilakukan dengan tujuan yang jelas. Dengan delapan tahap tersebut peneliti melakukan pengumpulan informasi, perencanaan, pengembangan tahap awal, tahap uji coba awal, revisi produk tahap awal, uji coba lapangan, tahap akhir revisi, serta diseliminasi dan implementasi. Proses penelitian melibatkan observasi langsung, dokumentasi visual, dan formulir evaluasi yang diberikan kepada Indonesia people and International people yang sedang bekerja ataupun mahasiswa. Hasil dari evaluasi yang telah diterima menunjukkan bahwa video promosi yang peneliti buat terlihat jelas dan menarik dalam memperkenalkan wisata religi yang ada di Semarang. Peneliti melakukan distribusi video promosi melalui platform YouTube untuk video lengkap dan Instagram sebagai cuplikan atau pratayang yang dapat membantu meningkatkan jumlah tayangan. Dengan distribusi tersebut, audiens yang didapat sehingga terbukti video ini berpotensi meningkatkan promosi wisata, mendukung pertumbuhan ekonomi kreatif, sekaligus melestarikan tempat religi yang ada di Kota Semarang dan sekitarnya.

**Kata Kunci:** Video promosi, Wisata Religi, Research and Development (R&D)

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