

## REFERENCES

- Akbar, A. (2017) *Metodologi penelitian kualitatif dan kuantitatif dalam Pendidikan*. Pustaka Setia.
- Akbar Fathon, G., Topadang, A., & Syafrizal, A. (2025). PEMBUATAN FILM PENDEK “KEBAHAGIAAN SESAAT” MENGGUNAKAN TEKNIK COLOR GRADING PADA EDITING UNTUK MENAMBAH KESAH DRAMATISASI DALAM CERITA. *JATI (Jurnal Mahasiswa Teknik Informatika)*, 9(4), 7128–7135. <https://doi.org/10.36040/jati.v9i4.14449>
- Ananda, S. D., Putri, D. D., & Shaniya, G. (2023). Manajemen Produksi Film Pendek Piknik Panik di Era Covid 19 Dari Pra Produksi, Produksi dan Pasca Produksi. *Jurnal Audiens*, 4(2), 289–300. <https://doi.org/10.18196/jas.v4i2.29>
- Angelina Mariana Ruth, & Subechi Imam. (2018). admin,+04-. *Jurnal Ilmiah Teknik Studio*, 4 No. 1, 1–12.
- Anwar, A. A., Widianti, N., & Sumbodo, M. A. (2022). Persepsi peran efek suara pada serial animasi garapan rumah-rumah produksi di Indonesia. *ProTVF*, 6(2), 144–163. <https://doi.org/10.24198/ptvf.v6i2.35371>
- Ari Yudanto, D., & Iswardani Witarti, D. (2020). *MAKNA PERSAHABATAN DALAM FILM 5 CM (Analisis Semiotika Charles Sanders Peirce)*. <https://news.detik.com/berita-jawa->
- Beeton Sue. (2016). *Film-Induced Tourism 2nd Edition*. Channel View Publications (NBN).
- Bordwell, David., Thompson, Kristin., & Smith, Jeff. (2017). *Film art: an introduction*. McGraw-Hill Education.
- Cao, X., Qu, Z., Liu, Y., & Hu, J. (2021). How the destination short video affects the customers’ attitude: The role of narrative transportation. *Journal of Retailing and Consumer Services*, 62, 102672. <https://doi.org/10.1016/j.jretconser.2021.102672>
- Catur Rahayu Martiningtyas, Hermawan, A., Chaniago, N., Baliartati, B. O., & Lestari, N. (2022). Peran Media Sosial untuk Pemasaran Digital. *Dirkantara Indonesia*, 1(1), 25–30. <https://doi.org/10.55837/di.v1i1.30>
- CHAFFEY DAVE, & ELLIS-CHADWICK FIONA. (2016). *Digital Marketing*. [www.pearson.com/uk](http://www.pearson.com/uk)
- Connell, J. (2012). Film tourism – Evolution, progress and prospects. *Tourism Management*, 33(5), 1007–1029. <https://doi.org/10.1016/j.tourman.2012.02.008>
- Daniel Slotta. (2025a). *Instagram - statistics & facts*.
- Daniel Slotta. (2025b). *YouTube - statistics & facts*.

- Desrianti, D. I., Supriati, R., & Herdiana, K. (2020). Pemanfaatan Film Sebagai Peningkatan Media Promosi Pada Tempat Wisata. *MAVIB Journal*, 2(2), 143–155. <https://doi.org/10.33050/mavib.v2i2.1189>
- Dong, J., & Huang, M. (2024). Analysis of the Application of Digital Color Calibration Technology in Film Post-Production: Take the Short Film “Return to Oasis” as a Case Study. *International Journal of Culture and History*, 11(2), 67. <https://doi.org/10.5296/ijch.v11i2.22090>
- Effendy Heru. (2009). *Mari membuat film : panduan menjadi produser* (2nd ed.). Erlangga.
- Emzir. (2011). *Metodologi penelitian kualitatif: analisis data* (1st–2nd ed.). Jakarta : Rajawali Pers, 2011.
- Eva Nurhida Maulidha, & Lubnaya nabigha. (2025). Makna Simbolis Ornamen pada Bangunan Pagoda Avalokitervara Buddhagaya Watugong Semarang. *Abstrak : Jurnal Kajian Ilmu Seni, Media Dan Desain*, 2(6), 77–88. <https://doi.org/10.62383/abstrak.v2i6.972>
- Fahrudin, A., Karlinah, S., & Agustin, H. (2020). EFEKTIVITAS VIDEO YOUTUBE “WONDERFUL INDONESIA: A VISUAL JOURNEY” SEBAGAI SARANA PROMOSI PARIWISATA INDONESIA. *Mediakom : Jurnal Ilmu Komunikasi*, 4(1), 11–24. <https://doi.org/10.35760/mkm.2020.v4i1.2492>
- Fathin Febrianti, K., & Hakim Handoko, L. (2025). The Economic Impact of Religious Tourism in Indonesia: A Systematic Literature Review (SLR). *Jurnal Magister Ekonomi Syariah*, 4(1), 791–809. <https://doi.org/10.14421/jmes.2025.041-05>
- Field, S. (2005). *A summary of the book Screenplay: The Foundations of Screenwriting A step-by-step guide from concept to finished script*.
- Giannindra, F., Sumedang, K., & Barat, J. (2021). PEMANFAATAN MEDIA SOSIAL INSTAGRAM SEBAGAI SARANA PROMOSI PARIWISATA KOTA BANDUNG. In *Jurnal Perencanaan Wilayah dan Kota* (Vol. 16, Number 2).
- Girsang Nitasri Murawaty, & Himni Lailatul. (2025). PEMANFAATAN MEDIA SOSIAL UNTUK PROMOSI DAN PENGUAT. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 9, 1–19.
- Gunawan Agus, Dariah Ai, Yungan Alex, Tosiani Anna, & Purbo Ardina. (2017). *Third National Communication: Under the United Nations Framework Convention on Climate Change*.
- Ikhwan Amar Mahesa, Toto Sugito, & Andri Yanto. (2025). Penerapan Teknik Sinematografi oleh Director of Photography pada Video Feature “Ibu untuk Bumi” Bertema Gaya Hidup Berkelanjutan. *NUSANTARA Jurnal Pengabdian*

- Kepada Masyarakat*, 5(3), 274–283.  
<https://doi.org/10.55606/nusantara.v5i3.6386>
- Ismi Sulistia Maulida. (2022). *TOLERANSI BERAGAMA: EMPAT TEMPAT IBADAH SEBAGAI REPRESENTASI (STUDI KASUS DI VIHARA AVALOKITESVARA DUSUN CANDI, DESA POLANGAN KEC GALIS, PAMEKASAN, MADURA)*. 1–47.
- Izdihar Hasri, F., Fatin, I., & Mokodompit, A. A. P. (2023). Manajemen Produksi Pada Film Pendek Gemang. *Jurnal Audiens*, 4(2), 278–288.  
<https://doi.org/10.18196/jas.v4i2.28>
- Jongmeewasin, S. (2016). *Religious Tourism, Pilgrimage, and Cultural Tourism*.
- Kariem, A. J. A., Khairiyah, R. L., & Zaharany, A. A. (2023). Manajemen Pra-Produksi Film Pendek Geger. *Jurnal Audiens*, 4(3), 360–370.  
<https://doi.org/10.18196/jas.v4i3.55>
- Kindem, Gorham. (2015). *Introduction to media production : the path to digital media production*. Focal.
- Konsep, P., Untuk, P., Dramatisasi, M., Sinematografi, P., Fiksi, F., Lisan, ", Farrell, M. H., Ali, M., & Alfathoni, M. (2025). *Penerepan Konsep Proxemics Untuk ...* 38. <https://senadimu.potensi-utama.ac.id>
- Kotler, Philip., & Keller, K. Lane. (2012). *Marketing management*. Prentice Hall.
- Latifah, L. L., Basri, A. S., & Chairun, A. Muh. A. (2023). Peran Produser dalam Manajemen Produksi Film Pendek “Ojan’s Story” di Masa Pandemi Covid-19. *Jurnal Audiens*, 4(3), 383–393. <https://doi.org/10.18196/jas.v4i3.57>
- Likert, R. (1932). A technique for the measurement of attitudes. *Archives of Psychology*, 22(140), 1–55.
- Liu, J., Wang, Y., & Chang, L. (2023). How do short videos influence users’ tourism intention? A study of key factors. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1036570>
- Manic, M. (2024). Short-Form Video Content and Consumer Engagement in Digital Landscapes. *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, 45–52. <https://doi.org/10.31926/but.es.2024.17.66.1.4>
- Mardian, A., Mandaka, M., & Dian Susanti, A. (2023). DESIGN OF MULTI RELIGIOUS TOURISM AREA WITH APPROACHNEO VERNACULAR ARCHITECTURE IN SEMARANG CITY PERANCANGAN KAWASAN WISATA RELIGI MULTI AGAMA DENGAN PENDEKATAN ARSITEKTUR NEO VERNAKULAR DI KOTA SEMARANG. In *ARSIP Jurnal Arsitektur* (Vol. 3, Number 2).
- Mardian, A., Mandaka, M., & Susanti, A. D. (2023). DESIGN OF MULTI RELIGIOUS TOURISM AREA WITH APPROACHNEO VERNACULAR ARCHITECTURE IN SEMARANG CITY PERANCANGAN KAWASAN WISATA RELIGI MULTI AGAMA DENGAN PENDEKATAN

- ARSITEKTUR NEO VERNAKULAR DI KOTA SEMARANG. *Arsitektur Universitas Pandanaran Jurnal*, 3(2), 83–104. <https://doi.org/10.54325/arsip.v3i2.80>
- Marich, Robert. (2013). *Marketing to moviegoers : a handbook of strategies and tactics*. Southern Illinois University Press.
- Megantiara, G. R. B., Widjaja, G. C., Putri, C. R. A., Artha, R. V. O., Rihadiani, R. R., & Senasaputro, B. B. (2025). Makna Skala dan Proporsi pada Pagoda Avalokitesvara. *Prosiding Temu Ilmiah*, 13(1), A025–A030. <https://doi.org/10.32315/ti.13.a025>
- Nur'afifah, O., & Prihantoro, E. (2021). The Influence of Social Media on Millennial Generation about Travel Decision-Making. *Jurnal The Messenger*, 13(3), 238–255. <https://doi.org/10.26623/themessenger.v13i3.2328>
- Nurul Shadrina, A., Raniah Zaim, S., & Arimurti, F. (2023). Manajemen Produksi Film Pendek Keling: Dari Pra Produksi, Produksi dan Pasca Produksi. *Jurnal Audiens*, 4(2), 320–330. <https://doi.org/10.18196/jas.v4i2.36>
- Organization World Tourism. (2008). *Tourism Highlights 2008 Edition*. World Tourism Organization. <https://doi.org/https://doi.org/10.18111/9789284413560>
- Palupiningtyas, D., Supriyadi, A., Yulianto, H., Dewi Maria, A., & Semarang, S. (2022). *PENGEMBANGAN DESTINASI WISATA MASJID KAPAL SAFINATUN NAJAH DENGAN KOMPONEN PARIWISATA 3A DI KOTA SEMARANG*. 20(1). <https://doi.org/10.36275/mws>
- Pamungkas, N. C. (2023). *Creating \ a Short Film About Cultural Pluralism Preservation for Branding Pura Agung Giri Natha Semarang* [Thesis]. Universitas Diponegoro.
- Perdana, F., Hermawan Adinugraha, H., Sartika, M., & Pekalongan, I. (2020). “Masjid Kapal” Tourism Destination as Estetic Expression Media of Semarang City Society. In *Jawa Tengah Jl. Imam Bonjol No* (Vol. 207, Number 9). Pendrikan Kidul.
- Pitana I Gde, & Diarta I Ketut Surya. (2009). *Pengantar ilmu pariwisata*.
- Pracintya, I. A. E., Nyoman, I., Putra, D., & Yathy, S. (2022). *Simbol-Simbol Promosi Pariwisata Yogyakarta dalam Film “Ada Apa Dengan Cinta? 2.”*
- Prasetyo, T., Atmoko, H., Akademi, D., & Yogyakarta, P. (2016). *DAYA TARIK WISATA ROHANI GUA KEREK AMBARAWA*. In *Jurnal Media Wisata* (Vol. 14, Number 2).
- Pratista Himawan. (2017). *MEMAHAMI FILM* (Nugroho Agustinus Dwi, Ed.; 2nd ed.). Montase Press.
- Proferes, & Nicholas T. (2018). *FILM DIRECTING FUNDAMENTALS Fourth Edition*. [www.routledge.com/cw/proferes](http://www.routledge.com/cw/proferes),

- Putra, F. A., & Marwiyati, M. (2023). Penerapan Color Grading dalam Proses Editing Program Dokumenter "Doctive Persona"; *Jurnal Ilmiah Multimedia Dan Komunikasi*. <https://doi.org/10.56873/jimk.v8i1.231>
- Putri, K. T., & Sanjiwani, P. K. (2022). Jurnal Destinasi Pariwisata Penggunaan Instagram sebagai Strategi dalam Menarik Minat Wisatawan saat Pandemi COVID-19 di Jakarta Aquarium, Indonesia. *Jurnal Destinasi Pariwisata, Vol. 10 No. 2*, 1–10.
- Rabiger Michael, & Cherrier Mick Hurbis. (2013). *DIRECTING FILM TECHNIQUES AND AESTHETICS Fifth Edition*.
- Ridhan Alhafidz, M., & Muna, A. N. (2026). Impact of Religion in Maintaining the Stability of a Country: Comparative Study Between Soeharto's Era and Prabowo's Era. *International Journal of Culture, Religion, and Education, 2*, 1–10.
- Rohma Agustina, A., Azahari, A., & Rudi Susanto, D. (2021). A Review of YouTube for Tourism Promotion in Indonesia. *International Journal of Information System & Technology Akreditasi, 4(2)*, 615–628. <https://www.youtube.com/watch?v=ojQbArbuN4E>
- Rohman, F. N., Kurniati, L., & Kusumawati, R. (2021). Pengembangan Video Pembelajaran Matematika Berbantuan Sparkoll Videoscribe. *Square : Journal of Mathematics and Mathematics Education, 3(2)*, 137–151. <https://doi.org/10.21580/square.2021.3.2.8857>
- Silviana Putri, C., Mina Sherly, P., & Qurratul'aini, Y. (2023). Manajemen Pra Produksi Film Fiksi Pendek Lies. *Jurnal Audiens, 4(2)*, 312–319. <https://doi.org/10.18196/jas.v4i2.35>
- Sinulingga, S. (2021). The Making of Tourism Film as an Instagramable Promotion Media in Harian Boho District, Samosir District. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 4(1)*, 512–527. <https://doi.org/10.33258/birci.v4i1.1635>
- Studi, P., Dakwah, M., Dakwah, F., Komunikasi, D., Penulis, N., Hasna, :, Alamat, A., Kunci, K., Pariwisata, :, Religi, Pariwisata Berkelanjutan, P., & Semarang, K. (2024). PARIWISATA RELIGI SEBAGAI PARIWISATA BERKELANJUTAN: PREFERENSI PENUNJANG EKONOMI KERAKYATAN DI KOTA SEMARANG Hasna Azhaari ARTICLE INFO ABSTRAK. In *Jurnal Manajemen Dakwah UIN Sunan Kalijaga Yogyakarta* (Vol. 10, Number 1).
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D*.
- Susanti, M. H., ., A., & Khu, S. (2025). Local Wisdom as Social Capital in Developing Religious Tolerance in the City of Semarang. *International Journal of Research and Review, 504*. <https://doi.org/10.52403/ijrr.20251152>

- Suvena I Ketut, & Widyatmaja Gst Ngr. (2010). *Pengantar Dasar Ilmu Pariwisata*.
- Taluke, D., Lakat, R. S. M., & Sembel, A. (2019). Analisis preferensi masyarakat dalam pengelolaan kawasan wisata pesisir. *Jurnal Spasial: Perencanaan Wilayah dan Kota*, 6(1), 24–33.
- Tria Ananda, D., Amala Rosyada Rifa, A., Nami, T., & Syafa Alfarelia, A. (2025). *Analisis Dampak Penayangan Film 5 C terhadap Sektor Pariwisata*. 3, 1–15. <https://doi.org/10.47861/tuturan.v3i2.184>
- Uys, C. (2014). *MASCELLI'S FUNCTIONAL ANALYSIS OF CAMERA ANGLES VERSUS VIEWERS' INTERPRETATION OF UNCONVENTIONAL CAMERA ANGLES IN AVATAR AND THE ENGLISH PATIENT*.
- Wilayah, J. P., Kota, D., Taluke, D., Lakat, R. S. M., & Sembel, A. (2019). ANALISIS PREFERENSI MASYARAKAT DALAM PENGELOLAAN EKOSISTEM MANGROVE DI PESISIR PANTAI KECAMATAN LOLODA KABUPATEN HALMAHERA BARAT. *Jurnal Spasial*, 6(2).
- Yudaningsgar Kartikasari, & Ajibullah Alvian Alrasid. (2019). Mengkaji Ulang Strategi Promosi Pariwisata Melalui Film. *Inter Komunika: Jurnal Komunikasi | Vol. 4, No. 2, Th 2019, 149-165, Vol. 4*, 1–18.
- Yuliarti, M. S., Rahmanto, A. N., Priliantini, A., Naini, A. M. I., Anshori, M., & Hendriyani, C. T. (2021). Storytelling of Indonesia Tourism Marketing in Social Media: Study of Borobudur and Danau Toba Instagram Account. *Jurnal Komunikasi*, 13(1), 107. <https://doi.org/10.24912/jk.v13i1.9209>
- Zhou, Y. (2024). Impact of Short Video Marketing on Film Promotion: A Case Study of Douyin Platform. *Advances in Economics, Management and Political Sciences*, 110(1), 21–27. <https://doi.org/10.54254/2754-1169/110/2024ED0134>