



Capciptop short Film management production as Saos ABC Promotion Media

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ABSTRACT

Keywords

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The film "Capciptop" is a short film produced through a collaboration between Ravacana Films and Heinz ABC Indonesia, aimed at promoting ABC sauce with spicy onion flavor. Heinz ABC Indonesia partnered with Ravacana Films, known for its credibility in film production, including the viral "Tilik" with 28 million viewers on the Ravacana Film YouTube channel. This served as the basis for Heinz ABC Indonesia to promote its production through the short film titled "Capciptop," uploaded on the ABC Indonesia and Ravacana Film YouTube channels. The research method used in this study is qualitative descriptive. The goal of this research is to understand how Ravacana Films manages the production to promote ABC products, from pre-production to post-production processes. Data collection techniques include interviews, observations, and documentations. The results of this study show that Capciptop films in the pre-production stage use the idea discovery, planning, and preparation stages. At the production stage, Ravacana Films not entirely referred to the script and improvised with what was in the production location environment. In the post-production stage, Ravacana Films worked according to their usual workflow. The conclusion is that Ravacana Films as a Production House has succeeded in fulfilling client requests in this production and still has principles in the managing of film production.

1. Introduction

The advancement of information and communication technology is accelerating in line with the increasing number of internet users around the world, including in Indonesia, this is changing behavior from traditional to digital (Desak & Ristanto, 2018). Companies must strive to adapt to a situation where social media becomes a media to win business competition. YouTube is a social media channel that users use to create content from creators or to access various videos, music, entertainment, information, news, and more. According to a survey conducted by the Indonesia Digital Report, Indonesia occupies the 4th position with the largest YouTube usage in the world, with 139 million users. (We Are Social, 2023).

The popular content on YouTube lately is short films. One of the viral films on Youtube, "Tilik" in 2020 by Ravacana Films, directed by Wahyu Agung Prasetyo. The film Tilik has 896 thousand likes with over 28 million views on the Ravacana Films youtube channel with 470 thousand subscribers. Short films are one of the simplest and most complex forms of film. Basically, a short film is not a reduction of a long story or a tutorial for beginners who are just entering the world of cinema. Short films offer more space for actors to express themselves. (Syadian et al., 2023)

The world of entertainment and cinema is currently experiencing very rapid development due to technological advances and changing times. For now, films are not just spectacle and entertainment but also a promising business and industry (Santika, 2018). Therefore, marketers must be extra hard

to think of ways to get the attention of the audience for their products. Therefore, many marketers insert their products into a film or often called product placement.

Product Placement itself is a form of advertising a product or service by inserting it in a TV program or film. The placement of a product in a film can be a simple process, namely how a product is used in one of the scenes in the form of a brand mentioned by a character in the story or a logo can be seen in the background of the frame (Santika, 2018). In terms of cinematography, product placement is quite disturbing because some placements do not show the element of continuity between a product or public service advertisement and the scene in the film.

Research conducted by Syofiatul Aulia entitled *The Production Process of Kampong Dimsum Promotional Video Content at Production House Kawan Jalan Pekanbaru* revealed that a production must use the correct procedure. The stages of a production include pre-production, production, and post-production. Research on *Film Utilization as an Increase in Promotional Media at Tourist Attractions* by Dewi Immaniar Desrianti, Ruli Supriati, and Kivti Herdiana revealed that films are very attractive to tourists because they are well packaged through beautiful and interesting cinematographic techniques. The research methods are Data Collection, SWOT Analysis, Media Design Analysis and Media Promotion concept. The research entitled *Reviewing Tourism Promotion Strategies Through Film* by Kartika Yudinanggar and Alvian Alrasid Ajibulloh explains that films can be used as a medium that can promote and even boost the popularity of tourist destinations and can be used as an alternative promotion because of its nature which tends to be implicit but is more in touch with the target audience.

Previous research focused on examining the promotion of a tourist attractions through a film. Unlike the previous research, this research will examine how to promote a product through a film. This research will discuss the production management carried out by Ravacana Films in collaboration with Heinz ABC Indonesia through an agency.

Effendy said that in making a film, careful preparation is needed so that the production process runs smoothly (Effendy, 2002). The stages of production are categorized into three stages: Pre-Production, Production, and Post-Production.

A. Pre-production stage is 70 percent of all production stages (Effendy, 2002).. This stage takes a long time and is very important because if this stage is not carried out properly, the next production stage cannot be carried out. The pre-production process is divided into three stages, namely:

1. Idea Discovery, this stage begins when a producer discovers an idea, conducts research, and writes a script.
2. Planning, this stage includes setting a schedule, refining the script, selecting the cast, location, crew, and others.
3. Preparation, this stage includes finalizing contracts, permits, and correspondence (Nst, 2022).

B. Production stage is the implementation of production begins with cooperation with the entire team to try to realize what has been planned into pictures and arrays of pictures that can tell stories (Wibowo, 2009).

C. Post-Production

Post-production has several stages :

1. Offline editing is a process of arranging images in rough form to be sorted according to the story concept. This stage only arranges the story according to the script (Mahendra et al., 2019).
2. Online editing is the next stage of offline editing. Online editing is a process which an editor begins to refine offline results, improve the quality of the results, and provide additional transitions and special effects (Mahendra et al., 2019).
3. Mixing is the stage of entering the recorded music illustrations into online editing according to the instructions or conditions written in the editing script. The balance

between sound effects, original voices, narration voices, and music must be made so that they do not interfere and sound clear (Mahendra et al., 2019).

2. Method

This research was conducted in Sleman, Yogyakarta with the research subject of Capciptop short film which is a promotional media for Saos ABC with a descriptive qualitative research approach. The research techniques used are observation, interviews, and documentation.

- A. Observation is a data collection technique that is done through observation and notes on the state or behavior of the target object (Sugiyono, 2013). The observation technique in this study was carried out indirectly, by observing the Capciptop film repeatedly.
- B. Interview is a way of collecting data used to obtain information directly from the source (Nst, 2022). The source of information in this research is Wahyu Agung Prasetyo and Elena Rosmeisara as the director and producer of the Capciptop Film.
- C. Documentation is a method used to trace historical data in the form of letters, diaries, and reports or photo documents, compact discs (CD) and hard drives/films (Aulia et al., 2022). This technique is done by taking data from records from documents and archives.

To process data, researchers need to analyze the data that has been obtained. Data analysis is the process of processing data from raw data into data that can be understood by others. This research uses three stages in analyzing data, namely data reduction, data presentation, verification and conclusion drawing.

- A. Data reduction is the process of selecting, focusing, simplifying and abstracting from the information obtained in the field. This process takes place continuously throughout the research, even before the data is actually collected as seen from the research conceptual framework, study problems, and data collection approaches chosen by the researcher (Rijali, 2019).
- B. Data presentation is a set of organized data that allows for the possibility of drawing conclusions and taking action (Oliver, 2019). This stage is intended so that the data that has been reduced is well organized so that it is easy to understand.
- C. Verification & conclusion drawing, at this stage a complete conclusion is drawn after all the meanings that emerge from the data that have been tested for truth, robustness, compatibility so that a clear conclusion will be obtained and the truth can be accounted for (Aulia et al., 2022).

In qualitative research, researchers must try to get valid data, for this reason, in collecting data, researchers need to conduct data validity tests so that the data obtained is not invalid (defect) (Bachri, 2010). The validity of qualitative research lies in the process when researchers collect data and analyze data, in this study to obtain data validity researchers carried out triangulation. Triangulation is a data validity checking technique by utilizing something other than the data itself, for the purpose of checking or comparing the data. data triangulation is a data collection technique that combines various existing data and sources (Sugiyono, 2013).

3. Result and Discussion

The stages of production are categorized into three stages: Pre-Production, Production, and Post-Production. Pre-production constitutes 70 percent of the entire production stage (Effendy, 2002).

A. Pre-production

During pre-production, there are several stages: idea discovery, planning, and preparation.

1. Idea discovery stage is carried out by brainstorming by members of Ravacana Films. This brainstorming resulted in 3 different story ideas, which were then given to the agency in the form of a pitch deck. The agency then chose one story idea, namely Capciptop. This story idea was chosen because it has a story that is close to the community, so it is easily accepted. The story idea was developed into a script by the scriptwriter and received 3 revisions.

The agency required several points to be injected in the Capciptop Film, while the client did not specifically ask what the product should look like. The first point is that it is required to show Saos ABC products with three different packages, namely bottles, jerry cans, and sachets. In addition, it is also required to show the use of product consumption by mixing it into additional cooking ingredients, pouring it as a flavor enhancer in food, and dipping it with food.

2. The planning stage begins with the crew selection. The Capciptop Film crew is the same as the crew that usually works with Ravacana Films. After the crew is selected, the crew chooses what tools to use in production. Casts are selected based on the existing players in Tilik Film. The use of the same cast as Tilik Film is because Heinz ABC Indonesia openly wants to take advantage of Film Tilik's viral exposure in 2020, hoping to easily lift promotion. Heinz ABC Indonesia wanted to increase the scenes of Bu Tejo (one of the casts in Tilik Film) to make the film interesting. However, Ravacana Films refused because they wanted other casts to get the audience's attention. Capciptop film takes place in the Patuk, Gunungkidul, which has beautiful scenery according to Heinz ABC Indonesia's request. The production cost used in the production was proposed by Ravacana Films as much as IDR 800,000,000.00. Initially, the production of this film did not reach such a large budget, but because the client wanted more of Bu Tejo's role, which at that time had a high price, there was an increase in the budget.
3. The preparation stage is carried out by completing location permits and other contracts such as equipment, transportation, and casts.

B. Production

The production stage was carried out by about 50 crews for four days smoothly in Patuk, Gunungkidul, although there was thick fog in the morning because the location was in the highlands. The director has a special treatment for this film. The director always responds and improvises with what is in the location, so the film becomes more interesting.

The shooting equipment this time is not too complicated, especially in terms of cinematography, because the shooting is done in the daytime, so it does not rely too much on light from artificial lights but from the sun. Vehicles to bring the crew and cast to the shooting location also use many cars but still use several motorbikes to facilitate mobility on location.

The producer's role during production is to communicate with agencies and clients for their requests. In addition, the producer also maintained the shooting schedule to be on time. Since the shooting location was far from the crew's homes and cast, the production started at 4 a.m. and finished when the light was gone because the scenes in the film were shot during the day. This was quite tiring and caused the shooting process to take four days.

The agency did not come when the film was produced, but they asked for the pictures they would take during the shooting (approve by shot). This was rejected by Ravacana Films because it would prolong the production time. If the agency's request was fulfilled, it would have caused budget constraints because the time required was more than expected.

C. Post-production

The post-production stage was carried out for about 1 month process.

1. Offline Editing

The offline editing process is done by the editor by editing the footage according to the script. Then, the editor edits according to his wishes as the second director of the film. After completion, the director will revise the video results. At the next meeting, the director edits together with the editor until completion.

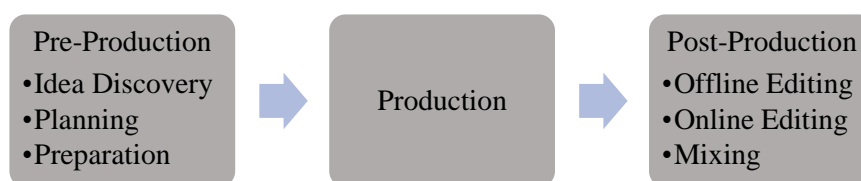
2. Online Editing

The workflow in online editing is the same as before, except that the director assists the editor more because there is much to consider when giving colour to the video. The director has high standards regarding the colouring of the film as he believes that colour greatly affects the visual quality. The colour used in this film is yellowish. This colour was chosen because it represents warmth, hope, and envy as seen in the film. The sound editing in this film is relatively easy because the sound editor in this film already has good editing skills. The editing process was completed in approximately two weeks.

3. Mixing

At this stage, the director gives a brief to Threeways Studio based in Jakarta as their music designer in the form of what music will be made and what kind of atmosphere will be built in certain scenes. This stage is also entirely given to the music designer because the director has little understanding of music. The music made in this film is intended to build a fun atmosphere with a fast tempo. In one scene, when Panji sneaks into Mrs Karman's shop, there is music that builds tension but not gripping.

Table 1 Mixing table



4. Conclusion

Based on the research results using qualitative methods supported by data from observations and documentation from the film and interviews with Ravacana Films as the Production House for this project, it can be concluded that during the production of Capciptop Films, Ravacana Films used pre-production, production, and post-production stages. Ravacana Films, as the production house manages production preparations and also communicates with the agency and clients. Ravacana Films also prepared story ideas that should have been prepared by the agency. There were several things they rejected because they were not in accordance with Ravacana Films' principles as a film production house. They communicate this with the agency so that there are no errors.

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