



Subscriber perception of PT. Kereta Api Indonesia documentary film "Bergerak Dengan Bahagia, Bergerak Untuk Indonesia" in 2022

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ABSTRACT

Keywords

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PT Kereta Api Indonesia (PT KAI) is the only company that provides railway transport in Indonesia. PT KAI conducts its promotional strategy through its YouTube channel namely Kereta Api Kita, by creating documentary film with the title "Bergerak dengan Bahagia, Bergerak untuk Indonesia". This is a strategy used by a transport service company to promote its services and build the company's brand image to consumers. The purpose of this study is to describe the subscriber's perception of PT KAI's documentary film "Bergerak dengan Bahagia, Bergerak untuk Indonesia". The research method used in this research is descriptive qualitative. Data collection techniques were carried out by interviewing the three speakers and through documentation. Data analysis used is by reducing data, presenting data, and drawing conclusions. The results of the study found that subscribers positive perceptions about the narrative techniques displayed in the KAI documentary are well presented, the conflict is not engineered and the plot of the film is in line with reality. In addition, negative perceptions include testimonials regarding the facilities provided that are considered not representative of the reality that occurs in the field. Some testimonials given are considered mere settings. The subscriber's interest in PT KAI and also the experience in using PT KAI services are the main factors in perceiving the documentary film.

1. Introduction

PT Kereta Api Indonesia is a government-owned company that provides rail transportation services. Railways in Indonesia were pioneered by the Dutch East Indies government on June 17, 1864. The progress that PT KAI continues to make shows how advanced the railroad infrastructure in Indonesia is. This can be seen from the developments that continue to be made by PT Kereta Api Indonesia (Persero) so that it is expected to fulfill the vision of PT KAI itself, namely "Becoming the best transportation ecosystem solution for Indonesia". Population growth and the increasing demand for transportation of people and goods can be used to anticipate demand for transportation services. Population growth affects the demand for transportation services. In terms of offering mass transportation services, people now have confidence in PT KAI. This can be seen from the number of train passengers which continues to increase every year. This success cannot be separated from the role of KAI in building brand image to consumers. Brand image is one of the factors that determine whether a prospective buyer will make a transaction or not. Prospective consumers usually tend to make purchases of goods or services whose companies already have a good image.

PT Kereta Api Indonesia utilizes Youtube online media to introduce each type of service so that it can build a brand image or brand image among consumers. By utilizing the Kereta Api Kita Youtube channel as a promotional medium in building a brand image, the Kereta Api Kita account has around 101 thousand followers. This account has posted 406 video content. The account contains a

combination of company profile content, short movies, job profiles and several other videos. Videos on the account are made with a cheerful and informative theme so that they can be easily understood by Youtube users.

PT Kereta Api Indonesia utilizes documentary films as one of the contents to build the company's brand image. Through the Youtube social media platform, Kereta Api Kita account released a documentary entitled "Bergerak dengan Bahagia, Bergerak untuk Indonesia". The 51-minute documentary is intended, among others, to improve PT KAI's brand image to consumers in Indonesia. One of the contents of the documentary is in the form of reviews given by employees and consumers and also about their daily trips taken by train. However, this has been criticized by some viewers, the audience considers that some of these reviews are "settings" or have been made up beforehand. In addition, many viewers appreciated the release of the documentary. Hopeful praise was expressed by several viewers through the comments column on the documentary. Most viewers who are daily consumers of PT.KAI feel close to their daily lives in some scenes while watching the movie.

Not many companies, especially in Indonesia, use documentaries as a means of building brand image to consumers. Documentary films are more likely to show events based on real events and stories than fiction films. The goal is to emotionally engage the audience in an effort to change one's perspective or as a propaganda tool. According to Rossiter and Bellman (2012) emotionally attached consumers are a very potential market segment for a company. The recent success of documentaries has made them more commercially viable and attracted the attention of companies and marketers who want to connect with consumers in new ways and the increasing desire of consumers to connect with stories they can believe in (Zacharek, 2013).

The documentary published by KAI has caused a variety of different perceptions from the audience. Krech and Crutchfield (Rakhmat, 2012) state that everyone perceives a stimulus or stimulus differently even though the nature of the stimulus is the same, this is due to two techniques, namely functional techniques such as individual characteristics, mental atmosphere, culture, needs and others that are personal. Based on preliminary studies conducted by the author by conducting interviews with 5 viewers of the KAI documentary entitled "Bergerak dengan Bahagia, Bergerak untuk Indonesia", positive and negative perceptions of the documentary were obtained which have been summarized by the author:

The initial survey proved that there were positive perceptions where the narrative techniques displayed in the KAI documentary were well presented so that they could make the audience feel the experience of being a passenger on a train trip. In addition, there is a negative perception that the testimonials given are considered not to represent the reality that occurs in the field which is not as good as what is shown in the movie. Some of the testimonials given were considered mere set-ups. (Interview with informant). Based on this background, researchers are interested in analyzing subscriber perceptions regarding the PT KAI documentary entitled "Bergerak dengan Bahagia, Bergerak untuk Indonesia".

2. Method

This research uses descriptive qualitative methods. Where a method used to answer research problems related to data in the form of narratives sourced from the results of interviews. The subject of this research is subscribers to the Our Train Youtube account. The research object in this study is the perception of subscribers regarding the documentary film Pt. Kereta Api Indonesia "Bergerak dengan Bahagia, Bergerak untuk Indonesia" in 2022. The data analysis techniques used in this qualitative research are reducing data, presenting data, and drawing conclusions.

3. Result and Discussion

3.1 Result

Table 1. Table of informants' perceptions of PT KAI documentaries

Narrative Elements of Film	Perception	Description
Plot	1. Non-integrated point of view	Some scenes with changing settings and characters can confuse the audience. (Informants B and E)
	2. Chronology is in line with reality	The shooting starts from morning until noon so that it matches the time sequence in reality and the order of the stations displayed matches the chronology in reality. (Informants A, C and F)
	3. The presence of a narrator helps in understanding the flow of the movie	The narrator's delivery in explaining conflicts, historical figures and locations shown in the documentary is clear enough so that subscribers can easily follow the storyline presented. (Informants D and G)
Character	1. Character Variation	The variety of informants used in the documentary is wide and covers various aspects. (Informants A, C, D and G)
	2. Testimonials given by the characters in the documentary	Some figures gave testimonies that were considered inconsistent with the reality on the ground. (Informants B, E and F)
Setting	1. Selection of varied locations and time in line with daily life	In the PT KAI documentary, it displays various facilities and locations owned by PT KAI in carrying out its duties. The appearance of the location is in line with the chronology in reality. Informants C, D, E and F)
	2. The setting of the train location shown is not varied enough.	Many train variants owned by PT KAI are not shown in the documentary. (Informants A, B, and G)
Conflict	1. The conflict shown can be in line with reality and can educate the audience.	The conflicts that occur are in accordance with the conflicts that are often encountered when using PT KAI services. (All Informants)

3.2 Discussion

3.2.1. Informants' perceptions of PT KAI documentaries

Film is an audio-visual communication medium in which there are messages and meanings. Film messages as mass communication media can take any form depending on the film's mission. Film as a medium that conveys a story cannot be separated from narrative elements. These narrative elements include plot, character, setting, and conflict. A person's success in understanding a movie as a whole is greatly influenced by that person's understanding of the narrative aspects of a movie. Narrative is a series of events that are related to each other and bound by the logic of cause and effect (causality) that occurs in a space and time. (Himawan Pratista, 2008 : 33). Everyone's perception of the narrative elements displayed in the movie is different. According to Robbins (Sarwono, 2013 : 65) after

individuals interact with perceived objects, the results of their perceptions can be divided into positive perceptions and negative perceptions.

3.2.1.1 Plot

Plot is a carefully woven series of events that moves the story through complexity towards climax and resolution. It describes how the story develops, unfolds and moves in time. It refers to the time travel pattern of a movie's story. If the story structure in fiction films refers to the storyline or plot, in documentaries the concentration is more on content and exposure (Ayawaila, 2008 : 33). In the PT KAI documentary. In the PT KAI documentary, although most scenes are in accordance with the chronology in reality, there are still some scenes that are not integrated from one scene to another so that the audience must be careful when watching the documentary to explore the movie. The existence of a narrator is considered to be able to help the audience understand the movie. This is in accordance with the Tanzil findings which states that a good story organization is needed with interesting characters, a plot that is able to build tension and an integrated point of view so that the audience is touched and sympathizes with the subject of the film (Tanzil et al., 2010 : 5).

3.2.1.2 Character

Characters are a very important element in a movie because they are one of the elements that help the audience capture the meaning of the content of the movie. Without characters, there would be no story with events and conflicts. In the PT KAI documentary, there are several characters featured in different scenes. The characters displayed in the PT KAI documentary cause different perceptions among the PT KAI documentary audience. In the documentary, the characters displayed vary greatly according to the PT KAI environment. Not only customers but also several professions in the PT KAI environment so that the audience can understand the duties and obligations of each professional line at PT KAI and can get to know PT KAI better. This is in accordance with Jones' theory (Nurgiyantoro, 2006), which states that character is a form of painting a clear picture of a person featured in a story. It is emphasized by Burhan that story characters occupy a strategic position as carriers and messengers (messages, morals) or something that is deliberately conveyed to the audience (Nurgiyantoro, 2006 : 17). But unfortunately there are some testimonials from customers that are considered not in accordance with the reality in the field. where lately on social media many customers have complained about the comfort in the economy carriage but in the documentary, the testimonials given are only good ones. Some scenes in the documentary are not in line with the theory stated by Ira Konigsberg which explains that a documentary is a film that is directly related to a fact and nonfiction that seeks to convey reality and not an engineered reality. Films like this care about the behavior of society, a place or an activity (Konigsberg, 1997).

3.2.1.3 Setting

Setting is a place or location for taking a visual in a movie. Setting or location is adjusted to the story in the script. This location will affect the depiction in the script. The settings used in the PT KAI documentary vary greatly and use real locations. In the documentary, the settings displayed are stations, depots, trains, and several locations that are functionally important for PT KAI operations. This can provide information to the audience in understanding the function and history of some of the location settings displayed in the documentary in line with Pratista's 2008 theory which states that the setting used must be able to convince the audience that all events in the film actually occur in the actual location of the story, In addition, that films in general are certainly very closely related to themes, stories, settings, characters, and everything that reflects the atmosphere of real life presented visually (Himawan Pratista, 2008 : 14). The setting used in the movie must be able to convince the audience that all events in the movie really happened in the real location of the story. As a timepiece, the setting is able to provide information on time, era, or season according to the narrative context. The elements of daily time, namely, morning, afternoon, and evening must absolutely be fulfilled to explain the context of the story. Setting is also able to provide information about the time or period when the movie story takes place. In addition, it is also in line with the theory put forward by Gerzon R. Ayawaila (Ayawaila, 2008) who in his book explains that documentary films are films that document or present reality. This means that what we record is based on existing facts, but in the presentation we can also include our thoughts. However, there are several train variants that are not shown in the documentary. So far PT KAI

has many good train variants such as sleeper trains, luxury, tourist trains, even the latest is the panoramic tourist train that was recently released. The variety of trains displayed can be developed again so that it can provide attraction to the audience to try using the train variants owned by PT KAI.

3.2.1.4 Conflict

Conflict is part of a story that is based on life. Therefore, the audience can be emotionally involved in what happens in the story (Sayuti, 2000: 41-42). The documentary filmmaker wants the audience to not only know the topic raised, he wants the audience to understand and be able to feel the problems faced by the character or subject in the film. Some informants concluded that the conflict displayed in the PT KAI documentary is close to the conflicts that have been experienced and often found daily. With good visualization, the conflict displayed can make the audience feel the tension in the ongoing conflict. This strengthens the theory of Javandalasta (2014 : 17) who found in his book that movies can present a strong emotional influence, so that they can connect the audience with personal stories. Movies are able to connect the audience with experiences that are displayed through the language of images. In addition, the results of the study are in line with the theory of Sayuti (Sayuti, 2000 : 41-42) which states that conflict is part of a story that comes from life. Therefore, the audience can be emotionally involved in what happens in the story.

3.2.2 Factors that influence informant perception.

There are several factors that can influence how the subscriber's perception of the PT KAI documentary is formed. According to the research conducted by the author, subscriber experience and interest are influential factors in the process of forming subscriber perceptions. Where this strengthens the findings of Pujasari et al (2016) which states that experience and interest are internal factors that can influence perception.

3.2.2 Experience

Experience can be said to depend on memory, in the sense of the extent to which individuals can remember the events they have experienced to know a stimulus in a broader sense. The subscriber's experience in using PT KAI services is a factor that influences the subscriber in forming perceptions related to the PT KAI documentary. Where the atmosphere in the train and station and the conflict contained in the film makes the subscriber recall the experience he had when using PT KAI services.

3.2.3 Interest

Perception of objects varies depending on the perceptual vigilance that is driven to perceive something. Perceptual vigilance is the tendency of individuals to pay attention to certain types of stimulus or can be said to be interest. the higher a person's interest in an object or event, the higher his interest in perceiving the object or event. In the research conducted, subscriber interest in trains, especially PT KAI, is a factor that can influence subscribers in perceiving PT KAI documentaries.

4 Conclusion

Based on the results of the research and analysis above, it can be concluded that there are various perceptions of subscribers regarding each element of the film. The movie provides the audience with information and knowledge related to the services offered by PT KAI. With the plot, setting, and conflict in accordance with the reality in the field, the audience feels close to the scene shown. The use of a narrator can also help the audience understand the movie. However, there are still some unintegrated points of view that make the audience have to be careful in watching the movie. Testimonials that do not match reality and the variety of trains shown are also a concern for the audience in watching the documentary. In perceiving the documentary, internal factors become factors that influence subscriber perceptions of the PT KAI documentary " Bergerak dengan Bahagia, Bergerak untuk Indonesia". Factors that influence subscriber perceptions related to the PT KAI documentary are in the form of subscriber experiences and interests. Subscriber memories related to experiences in using PT KAI services and subscriber interest in train transportation services affect subscribers in forming perceptions of the documentary.

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