

## The Director's Role in the Community Service Advertisement “*Titik Pulang*” for the Al - Qomariah Islamic Boarding School Foundation

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### Abstract

*This study explores the role of the director in producing the public service advertisement “Titik Pulang” for the Al-Qomariah Islamic Boarding School Foundation. The film aims to introduce moral values to a broader audience, emphasizing the importance of appreciating those around us, particularly family, to avoid regret in the future. Additionally, the film seeks to build a positive image of the Al-Qomariah Foundation as an institution dedicated to education and child protection while providing a safe environment for underprivileged children. The production process involved several stages, including developing the story concept, creating the synopsis, drafting the treatment, and writing the script. After the pre-production phase, the process continued with shooting and editing. As the director, the creator played a strategic role in translating creative ideas into visually communicative and meaningful forms. The director also supervised every detail of the production, ensuring that all elements supported the narrative and maintained the consistency of the conveyed message. The short film “Titik Pulang” was not only designed as an academic requirement to obtain a Bachelor's degree in Communication Studies but also as an educational medium for society. Its moral message is expected to inspire audiences to appreciate family and their surroundings. Moreover, this work aligns with the vision of the Al-Qomariah Foundation in promoting education and child protection as efforts to build a sustainable society for the future.*

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## 1. INTRODUCTION

The director is responsible for guiding and shaping the creative vision of the production. The director is required not only to command, but also to build and lead a team, creativity, a wealth of knowledge and technical skills (Hastuti (in Herdefa Nabila & Rahmat Edi Irawan, 2023)). The director's task starts from analyzing the scenario and treatment, namely thinking of creative ideas for direction shooting style. After that, the director divides the scene into several parts and makes a shot list or shot list. After that, the shot list is converted into a storyboard, which is a series of comic-style stories that contain information about camera and actor placement (blocking), and then recorded on film. With the director's treatment, shot list and storyboard, the director gives instructions about what film will be made (Effendy, 2014).

Audio visual media is a means of auditory and visual communication that includes images and sound. This is a medium where we can listen to information while watching live recordings and sound from the field. The use of audio-visual media aims to clarify the representation of the messages and information conveyed and increase the value of activities, processes and learning outcomes (Damayanti, 2021).

Good emotional intimacy can be created through films, by shaping public perception and opinion. The emotional intimacy of a film is constructed by how the story is shaped and created by existing social realities (Heryanto Arbi & Arryadiana, 2021). It is true that sometimes a film can have an impact on the audience. It's good if films provide new knowledge to the public, but it can be misleading if the bad characters in films are swallowed whole (Mulyadi (in Heryanto Arbi & Arryadiana, 2021)).

In the context of social change and individual development, problems often arise that affect the younger generation, one of which is juvenile delinquency. Juvenile delinquency is behavior that deviates from criminal law norms committed by teenagers (Budi Artini, 2018). There are many causes and factors, both internal and external, that underlie this deviant behavior. Internal factors include a teenager's identity crisis and low self-control. External factors behind the occurrence of juvenile delinquency include lack of love from parents, family breakdown (due to parental divorce and frequent arguments between parents), bad influence of peers and playmates, poor surrounding environment, and negative information. (Budi Artini, 2018).

Apart from that, religious education plays a very important role in efforts to form loyalty and piety among Indonesian society. Therefore, religious education must be provided at all units, levels and forms of education, both through school and non-school channels. Education is a process of forming and developing each person's potential in accordance with certain goals (Heri, 2018).

From the previous explanation, the designer tried to make a short film with a duration of around 5-10 minutes entitled "*TITIK PULANG*" with the aim of bringing awareness to the importance of moral and moral values, especially among teenagers in Indonesia. This short film is a public service advertising program created to convey this message to the audience. The designer collaborated with the Al-Qomariah Islamic Boarding School Foundation to be able to harmonize the views of religious education on the problem of juvenile delinquency. Therefore, after this broadcast, it is hoped that it will be able to make people aware of how important it is to make the most of the best moments with the loved ones around us.

Juvenile delinquency is a big threat to the stability of the country in general, as quoted by Joko Subroto (2023) in his book entitled "Keys to Successful Teenage Relationships", teenagers are the next generation of the nation who have an important role in determining the future of the family, society and country (Joko Subroto, 2023). However, juvenile delinquent behavior in particular is often just a momentary emotional reaction full of regret. These cases demand shared responsibility for appropriate and effective handling. Tackling this problem must be carried out quickly and on target in order to reduce the long-term impact of juvenile delinquency, so that state stability can be improved.

Overcoming the problem of juvenile delinquency can be done in various ways, including through the use of film media. Film is a medium for conveying messages and is a means of mass communication. This statement can be heard massively if we enter into film studies. Film, and media in general, can be the right medium.

In Law of the Republic of Indonesia Number 33 concerning Film (2009) states "the strategic function of film as an art and culture is to increase the cultural resilience of the nation and the welfare of society, both internally and externally" and "film as a mass media is a means to educate people's lives, developing personal potential, cultivating noble morals, advancing prosperity public and introduce Indonesia to the international world." The statement about "cultivating noble morals" is an important point in the key to overcoming problems related to juvenile delinquency.

In today's era, we are certainly familiar with the presence of entertainment in the form of films. Considering technological advances and socio-cultural developments in our

country, watching films has now become an activity that can be done by all groups. The film referred to in this research is a short story piece to convey a message in audio-visual form strung together with a dramatic story. Currently, films are experiencing rapid development along with the development of existing technology. There are many different roles in films, apart from their function as entertainment, films also function as a learning medium, namely as a campaign medium for social change.

In this public service advertisement work, the designer took a short film with the theme of Mother's Day with a drama genre entitled "*Titik Pulang*" which tells the story of a teenage boy, where he is very devastated by the previous incident and remembers it again but cannot correct the mistake so that "regret" is felt to have no end. The short film will be approximately 5-10 minutes long. The designer as director creates a scenario in the story which consists of 3 acts, namely: *First*, the first half is an introduction to the characters and the time setting. *Second*, the middle act consists of conflict development and obstacles for the main character in resolving the conflict. *Third*, the final act will feature a finale consisting of resolution, climax and ending

## 2. RESEARCH METHOD

This research uses analysis descriptive using qualitative research. Here, the emphasis is on the depth of quality, not the amount of data. The aim of this research is that this public service film is to be the main source of inspiration, guidance and reference in the process of planning and making the next public service film for researchers and students who want to produce similar work regarding overcoming the problem of juvenile delinquency in Indonesia. Meanwhile, practically, encouraging collaboration between related parties in producing a film with the theme of Mother's Day with the family drama genre as a commercial film in Indonesia.

## 3. RESEARCH RESULTS AND DISCUSSION

### 3.1. Research result

The designer as director in the short film "*Titik Pulang*" played an important role in translating creative ideas into visual form, as well as supervising every stage of production. In the production of this short film, the director is responsible for ensuring that every element, such as character selection, scene structuring, and shooting, aligns with the creative vision. The director's involvement is not limited only to the pre-production stage, but also includes the production process to post-production. This is necessary so that every aspect of shooting, editing and delivering the message can support the main theme that you want to convey to the audience.

#### Pre-Production

In the early stages of pre-production, the director is responsible for ensuring all technical and creative aspects of the film run smoothly. The director begins by studying and analyzing the script, developing an artistic vision, and determining the visual style he wants to employ. The designer as director and scriptwriter prepares a script and collaborates with other group members to revise or improve the script so that it is more in line with the desired concept. Apart from that, the director is also involved in making the short list with the cameraman, selecting shooting locations, casting talent, and technical planning such as lighting, production design, and camera settings. The director is responsible for ensuring that the entire production team understands their vision and can work in a coordinated manner. All of these decisions are designed to ensure that when production begins, everything is ready to realize the film's carefully planned image.

### **Production**

At the production stage, directors have a big responsibility in controlling the production process because you have to direct the shooting process and ensure that the artistic vision that has been designed at the pre-production stage can be realized well. The director is responsible for providing direction to the talent in each scene, ensuring that the emotions and dialogue conveyed match the characters in the script. The director also accompanies the cameraman in each shooting session, ensuring that the results remain in accordance with the director's shot plan and everything runs smoothly according to the scenario and story set.

### **Post Production**

After completing the production stage, the director enters the post-production process. The director accompanies and collaborates with the editor to compile the raw images into a complete narrative. The director is involved in selecting the best scenes, arranging the rhythm and flow of the story, as well as giving specific directions regarding editing to match the initial vision of the film. This process includes rough cut, fine cut, color grading, and audio mixing which are arranged according to a predetermined story sequence.

### **Obstacles in making the short film “*Titik Pulang*”**

During the making of the short film “*Titik Pulang*”, a number of challenges emerged from the pre-production to post-production stages. In pre-production, the initial obstacles occurred in the location hunting process and also talent casting. It was difficult to find a filming location for the cake shop setting because permits were quite complicated and a sudden change of shooting location 3 hours before production, as well as a sudden change of talent for Lanang's character 6 days before production. During the production stage, several obstacles occurred, such as the late arrival of the crew at the shooting location and inadequate preparation, which resulted in filming on certain scenes failing and having to change the shooting schedule, as well as the busy schedules of several talents which required them to change the shooting schedule to another day. Then, the challenges that arise in post-production lie in the color grading and sound mixing processes which encounter several obstacles, such as unclear audio and some scenes that are too bright, which causes this process to require extra time compared to other editing processes.

## **4. CONCLUSION**

Based on the final work entitled “*Titik Pulang*”, a director directs and ensures that the film is presented thoroughly, with optimal creativity in every aspect. The designer as director has full responsibility for organizing how the script, camera, acting and editing work.

As the main director, the director must also be able to collaborate with the team to unite various production elements. Clear communication and the ability to direct the team are the keys to success in maintaining the visual and narrative quality of the film.

In the initial stages of pre-production to post-production of the short film “*Titik Pulang*”, the director and cameraman tried to explore the essence of the film in the family drama genre. The process of creating this film starts from the story concept and theme which is then expanded to the synopsis, treatment and scenario stages. Then the production process of shooting and editing is carried out.

The creator's hope for this short film is to fulfill the requirements for obtaining a Bachelor's degree in Communication Sciences. At the same time, presenting a spectacle to remind people to follow the messages or recommendations conveyed and be aware of the importance of respecting the people around us, especially parental figures, to avoid feelings of regret in the future.

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