

The Role of the Cameraman in Designing the Public Service Advertisement "Titik Pulang" for the Al - Qomariah Islamic Boarding School Foundation

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Abstract

*This work aims to introduce the short film advertisement "Titik Pulang" to the general public, with a focus on raising awareness about the importance of child protection. In addition, this work also aims to build a positive image for the Al-Qomariah Islamic Boarding School Foundation as an institution that cares about education and providing a safe environment for children. Through this advertisement, it is hoped that the public will be educated on the importance of education and child protection as a long-term investment for the nation's progress. Mass communication, especially through the medium of film, plays a strategic role in conveying social messages. *Titik Pulang* delivers a moral message about regret and the importance of making the right decisions in life. In this film project, the author serves as the cameraman. The cameraman plays a crucial role in film production, as they are responsible for capturing video footage according to the director's instructions, who has already designed the script. A cameraman not only needs technical skills to produce high-quality images but also a deep conceptual understanding to select the appropriate camera angles in accordance with the production context. By combining visual and audio elements, this film is designed to evoke emotions and raise awareness of human values. This public service advertisement aims to encourage a change in societal attitudes and behaviors toward social issues, particularly those related to child protection and education. The choice of the main character, Lanang—a motorcycle taxi driver who reflects on the regrets of his past decisions—adds emotional depth to the story, which is expected to inspire viewers to live more wisely. The Al-Qomariah Foundation, as the producer of this project, is committed to making this film an effective tool for public education, hoping to create a positive impact on society and shape the character of future generations.*

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1. INTRODUCTION

Cameraman is a profession that plays a very important role in making films, cameramen must also be responsible for the video images taken according to the request of the director who has made the script (Andrian, F. F 2020)

Typically, a cameraman needs to have a deep conceptual understanding to choose the optimal shooting angle. In addition to the ability to produce high-quality images,

cameramen must also understand the production requirements required for the broadcast stage. In the process of making a film, they must consider several crucial factors such as the type of event, shooting location, and the right time (Rizky Maharsi Bisma & Atmaja, 2022).

Location in this context refers to the physical place where the recording process or event takes place, while the event itself involves the impact it has on a program and how it influences the emotional response of the audience. On the other hand, the time factor is related to when and where the event occurs (Rafii Rizky Maharsi Bisma & Suhendra Atmaja, 2022).

A cinematographer is a person whose job is to capture moving images electronically for the purpose of making films (Rafii Rizky Maharsi Bisma & Suhendra Atmaja, 2022). Visual communication media in the current digital era has a very important role (Sapitri, 2022). This media is the main means for the public to obtain the latest information. Ease of access to information is one of the main advantages, especially for those who want to get information quickly and easily.

Compared to other media, film is the oldest electronic media and is capable of displaying live images that seem to translate reality onto the big screen (Kurniawan, M. N. 2018). The existence of films has been created as a mass communication medium that is really popular even now.

A short film is a film that has a duration of no more than 1 hour (Kurniawan, M. N. 2018). A short film is not a miniature version of a film with a longer story and is also not a training tool for newcomers to the world of film. Short films have unique characteristics that differentiate them from feature films. This is not because it has a narrow meaning or because it is easy to produce and has a minimal budget.

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 have experienced rapid development along with existing technological developments. Films have various roles, apart from being a means of entertainment, films can also function as a learning medium, namely as a campaign medium for social change. Social change campaigns are nothing new. Since the 17th century, this has been done by many countries in the world. Nowadays, many social change campaigns are focused on health reform activities, for example anti-smoking, improving nutrition and drug prevention, for environmental reform, for example, clean water campaigns, preventing air pollution and preserving forests, for education reform, improving state school facilities, increasing teacher expertise, increasing student grades (Kotler, 1989). Based on these reasons, the author was interested in designing a work entitled "*TITIK PULANG*".

The cameraman, or cinematographer, plays a very important role in the making of a film like "*Titik Pulang*". The cameraman is responsible for realizing the director's visual vision. They determine how each scene will look, choose shooting angles, and determine compositions that support the story they want to tell. The cameraman must also be able to create an atmosphere through the use of light, color and shooting techniques. The cameraman can create an atmosphere that supports the film's theme.

Juvenile delinquency in the modern era is increasingly worrying, for example cases of bullying reported in Kompas media in 2024 (Ramadhanty, 2024), cases of brawls that occurred on January 31 2024 which were reported on the detik.com news portal (Sholihin, 2024), until more fatal cases regarding murder are still busy and there is a lot of news related to this (Sinombor, 2024). Juvenile delinquency is a big threat to the stability of the country in general, as quoted by Joko Subroto in his book entitled "The Key to Successful Teenage Relationships" teenagers are the next generation of the nation who will determine

the future of the family, society and country (Subroto, n.d.). Meanwhile, juvenile delinquency in particular results in pointless regrets and sometimes they only act out of momentary emotion. Case by case, this is a shared responsibility to be able to do it repaired precisely on target. Tackling this problem cannot be considered short, it must be addressed immediately in order to minimize the long-term impact of existing juvenile delinquency so that the country's stability can hopefully be better.

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. When doing film research, I often hear this expression. Films and media in general can be suitable media. Even the 2009 Film Constitution states that films are "...works of art and culture that have a strategic role in increasing the cultural resilience of the nation and the welfare of society physically and mentally to strengthen national resilience" and "film as a mass communication medium is a means of enlightening the life of the nation, developing personal potential, fostering morals noble, advancing community welfare, as well as a vehicle for promoting Indonesia in the international world."

The statement about "building noble morals" is an important point in the key handling 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.

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 to serve as inspiration, reference or direct reference material in making the next public service film work, for those who want to make a similar work.

3. RESEARCH RESULTS AND DISCUSSION

3.1. Research result

In discussing this work, the creator has succeeded in creating a public service advertising film entitled "*Titik Pulang*". In the production of this short film, the creator is fully responsible for selecting the characters who tell the story of this film, all activities and scenes in this film, as follows report on the process of making the final project, from the beginning of pre-production to pre-production and post-production. A cameraman is not limited to just the film production phase, but involves involvement in the pre-production stages as well required for the shooting process.

Pre-Production

The first stage is pre-production, the first stage in pre-production of the short film "*Titik Pulang*". At this stage, my co-director is responsible for the idea, concept, technology, talent search, and budgeting, until the short film is finished. In this pre-production, the content created will later be implemented into an audiovisual unit, and the content discussed at the pre-production stage will also become a reference during production and post-production.

Shoot List

Shoot list is an important step in pre-production. The cameraman needs to carefully plan each scene to be shot, identify locations, determine the order of shooting, and

consider technical aspects such as lighting. Shoot list helps in organizing and executing shooting efficiently.

Shoot Angle

In this section include: *First*, BCU (Big Close Up). This type of shooting covers the area from the forehead to the chin, with the aim of showing detailed expressions of the object, while the head space looks cut off. *Second*, Eye Levels. The eye level technique is a technique for taking pictures with the camera positioned parallel to the object. By using this technique, the resulting image will depict the perspective of a person's eye which is parallel to the object. The height and size of the object will appear proportional to the subject, so this technique is often referred to as a normal shot. *Third*, *Medium Close Up*. The medium close-up technique is a shooting technique that combines elements of close up and medium shot. Images produced with this technique will display clearer details than medium shots, but not as detailed as close up images. *Fourth*, *High Angle*. Different from low angle, the high angle technique takes pictures from an angle above the object. As a result, the object will appear smaller. Taking pictures using this technique often creates a dramatic impression and gives the effect that the object appears weaker. *Fifth*, *Close Up*. The close-up technique is a shooting technique that displays objects from a very close distance. If the object is a human, the resulting image will focus only on the part from the shoulders to the top of the head.

Analyzing and Dissecting Manuscripts

The cameraman has the responsibility to carefully analyze and dissect the film script. This involves a deep understanding of the story, characters, and nuances the director wishes to convey. By understanding these elements, cameramen can plan shots that support the narrative visually.

Production

physically operate the camera and are responsible for maintaining the overall composition of the scene in question. In film production, I work closely with the director to make creative and technical decisions. At this stage, the director plays an important role or is fully responsible for the crew and talent during filming, paying attention to the talent and observing the footage according to the terms of the agreed script. So. There are no audio loops or interruptions during production.

Post Production

In the final stage of post-production, the creator who acts as a cameraman enters the offline editing stage with the director and editor. The cameraman decides which images will be used in the film. We then entered the online editing stage to add and provide sound effects. Once completed, the publisher will provide title credits and a rendering of the completion.

4. CONCLUSION

Regarding the public service advertisement film entitled "*Titik Pulang*", as a cameraman he plays a very important role in making the film and has a very big responsibility to create interesting and effective visual images.

The author is quite satisfied with creating this work. The author's hope is that with this public service advertisement film entitled "Points of Return" this will form a moral attitude to become better, and improve problems involving negative things that teenagers do to become better personalities and be able to fulfill the requirements for obtaining a bachelor's degree in communication science.

As for the suggestions in this research, for those who want to create public service advertising film type works, prepare further in terms of ideas and concepts, so that the film is more interesting and not monotonous at the moment. witnessed by the audience

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