

Audience EPIC Analysis of "Jong Boat Documentary Film" as a Media to Promote Culture

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ABSTRACT

Jong Boat is a small, colourful sailboat without a crew and sails by relying on the wind. Jong Boat is a traditional Malay game in the Riau Islands. The Jong Boat game competes every year. The competition is expected to be big, favoured and participated by the local, national and international community. Therefore, it needs to be documented so that the essence of the game as Malay culture is not lost and can be used as a medium for cultural promotion. The Jong Boat game is documented in the form of a documentary because it can present real events. The documentary was used to disseminate the game system, activities and implementation of the Jong Jong festival. The cultural promotion of the Jong Boat unique game using documentaries is expected to increase tourists in the city of Batam. Based on this, the study intends to analyze the responses from the public. The analytical approach used is the EPIC model. This model can be used to evaluate the strength of the documentary film about Jong Boat based on the parameters of Empathy, Persuasion, Impact, and Communication. The results of the study are: (1) Documentary film content is in accordance with the original, so that it can strengthen the empathy and persuasion of the public to find out about Jong Boat; (2) The impact felt by the community is that they are more enthusiastic to participate in the competition; (3) Public knowledge about Jong Boat increases through communication of messages conveyed on the film in a detailed and simple manner; (4) Jong Boat documentary deserves to be used as a medium for cultural promotion.

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INTRODUCTION

Riau Islands is one of the regions in Indonesia whose inhabitants work as fishermen. However, fishing activities cannot be carried out every day because it depends on natural conditions. When nature is not friendly, such as strong winds and tidal waves, the residents, especially fishermen, do positive activities, namely playing Jong Boat. The purpose of the Jong Boat game is to relieve fatigue and as a place for a gathering of coastal communities which incidentally is of Malay origin (Ar., 2017) and (Zuhri, 2016).

Jong Boat is one of the Malay cultural heritages in the form of a unique game. This Jong Boat is small, colourful and unmanned. Jong's Boat is played during the north wind season, when the tide is high and the wind is strong, so that coastal communities can spend their time playing. The uniqueness of this game can be promoted to the community both locally, nationally and internationally. Therefore, the Batam city government supports the preservation and promotion of the Jong Boat game through the Jong Boat festival every year.

One area that still routinely organizes this competition is Kampung Melayu, located in the Batu Besar area, Nongsa, Batam City. Jong Boat Competition has been going on for 15 years and is held annually. In 2017, the contestants reached 1,680 people. Participants not only come from the surrounding area but also from areas across the Batam Island, such as Pelalawan and Dumai Regencies, Riau Province. The Jong Boat race activity is surprisingly unknown to the residents so that in the previous years there were shortages of participants. This is caused by the lack of promotion to the general public as well as the involvement of local government. On the other hand, this event can be used as a promotional event to increase visits of local and foreign tourists, as well as the preservation of local culture and wisdom, especially preserving traditional Malay games (RCTI, 2017) and (okezone.com, 2018).

In recent years, the Batam City Government has also supported this competition with the aim of preserving traditional Malay games and increasing foreign tourist visits. The 2017 activity was opened by the deputy mayor of Batam (Guna, 2017). The role of government can also be supported by helping provide media to document and promote the culture. One of the reliable mediums is in form of documentaries. Through documentary science, real events can be presented in various ways to disseminate information in various fields of life to a certain group of people (KN, 2003). Films can also be an effective promotional tool to promote tourism (Ayu, Suharyono, & Wilopo, 2015). Therefore, through documentary films, it is suitable to be used to convey cultural information, such as documentary of a traditional game (Bayu, Santyadiputra, & Pradnyana, 2017), a traditional musical instrument (Santyadiputra, Pradnyana, & Suardika, 2017), traditional clothes manufacturing (Silvia, 2014), etc.

Based on the description, a multimedia product has been produced in the form of a documentary. The film went through the production process and documented the activities of the 2017 competition using the Luther-Sutopo method (Sembiring, Cahya Miranto, & Ardiman, 2018). Continuing production activities are analysing media produced as a media for cultural promotion using the EPIC model approach. In (Ham, 2016) it was stated that through this model, the strength of promotional media can be evaluated, which can attract attention, be easily understood, arouse feelings, and influence the behaviour of respondents. This model has also been widely used to measure the effectiveness of a product or media as a promotional tool in the field of marketing

such as television advertising (Tarigan, 2011) and tourism promotion through films (Ayu, Suharyono, & Wilopo, 2015). Therefore, through this EPIC model, an analysis of the potential possibilities of the Jong documentary film to be used as a medium to promote Malay culture through traditional game. The uniqueness of the Jong Boat game as one of the Malay cultural heritage is highly expected to be promoted more intensively and openly to the general public, nationally and internationally.

METHODS

This research is part of other studies. The research applied the R & D (Research & Development) method, namely the design of a documentary film about Jong's Boat and then analysed the response from the public. The design results have been published in the form of documentary films (Sembiring, Cahya Miranto, & Ardiman, 2018). The next research is analysis of community responses through the EPIC model. In this study an audience analysis of the documentary film produced. Based on these results, it can be determined that this media (documentary film) can be used as a medium to promote culture for both foreign and foreign tourists (figure 1).

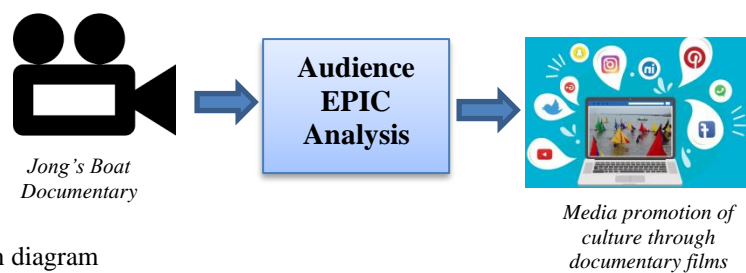


Figure 1. Research diagram

The effectiveness of promotional media related to remembrance and persuasion can be found through an approach called the EPIC model. This approach was developed by AC Nielsen who conducted research on a company about marketing which has four dimensions: *Empathy*, *Persuasion*, *Impact*, and *Communication* as illustrated in Figure 2.

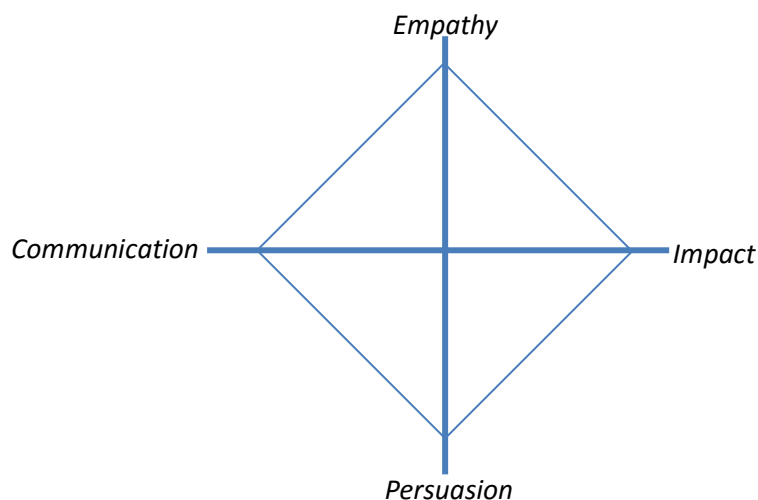


Figure 2. EPIC MODEL diagram

Models can be used to evaluate the strength of a promotional media that has the ability to attract attention; the information or messages that are conveyed are easy to understand, can arouse feelings and affect people's behaviours (Durianto, Sugiarto, Widjaja, & Supratikno, 2003). The model consists of: (1) *Empathy*: this dimension provides the media's ability to recognize, perceive and feel the target's response to the needs, desires, understanding and knowledge, as well as effective conditions; (2) *Persuasion*: this dimension provides promotional capabilities to encourage target consumers to change their beliefs, attitudes, and desires to behave; (3) *Impact*: this dimension provides changes that occur in the target consumers both changes in knowledge, attitudes, and behaviours; and (4) *Communication*: this dimension provides information about the ability of consumers to remember the main message conveyed, consumer understanding, and the strength of the message left by the message.

The location of the study was carried out directly at the venue of the Jong Boat competition in 2017, in Kampong Tua, Nongsa Region, Batam City, and Riau Islands. The activity involved community leaders and local communities on the coast of Kampong Melayu. The documentary film produced has been shown to community leaders and local communities, and then published on online media such as Website, YouTube, and similar media. Through this publication, data are collected through interview and direct observation methods using the rubric as presented in Table 1.

<i>Dimensions (Variables)</i>	<i>Indicator</i>	<i>Statement</i>
<i>Empathy</i>	1. Nice	The idea that Jong Boat film is worth watching
	2. Draw attention	The Jong Boat documentary attracts attention
	3. Like the film	I like the Jong Boat film
	4. The Desire to Watch the Film	I want to watch the Jong Boat film several times
<i>Persuasion</i>	1. Want to know more about Jong Boat	Intrigued by the game of Jong Boat, so I want to know more Want to know how to play Jong Boat
	2. Want to own/rent a Jong Boat	Want to have/rent a Jong Boat to be able to play
	3. Want to Join the Competition	Want to join the Jong Boat race which will be held every year
<i>Impact</i>	1. Creative	The media of information used (Film) is creative, so that besides knowing the story, you can see the shape of the Jong Boat and the location to play it
	2. Cultural Elements	Jong Boat is not just an ordinary game but as a unique Malay cultural heritage and needs to be preserved
<i>Communication</i>	1. Content / Message	The message conveyed by the film is clear and understandable
	2. Storyline	The storyline of the Jong Boat film is easy to follow, starting from the region, the original boat shape, how to make it, and coverage of the real race activities

Table 1: Analysis Parameter Rubric Based on EPIC MODEL

The data used in this analysis is based on the results that have been collected through several ways, namely the opinions of local people after watching the film, including traditional leaders in the research locations, obtained from interviews, responses from the community through questionnaires shared online, and opinions from the officials in the culture and tourism department of Batam city through an offline questionnaire.

RESULTS AND DISCUSSION

The analysis conducted aims to determine the ability of the documentary film produced to be used as a media for cultural promotion. The approach used for this analysis activity is the EPIC model. This approach consists of four dimensions, which are *Empathy*, *Persuasion*, *Impact*, and *Communication*. Based on the data obtained from responses of the respondents after watching the Jong Boat documentary, described qualitatively based on 4 EPIC parameters using the indicators in Table 1.

Empathy, the empathy dimension informs the understanding of the respondents of the film based on reasoning (cognition) and the preference for the film based on feeling (affection). The indicator used is that film story ideas can be easily understood, give a good impression so that they are liked and easy to be remembered. Respondents of the documentary film that have been shown to the public are happy with a variety of reasons such as pride because they are in the television, Jong boat as one of the Malay cultural heritage can be documented to be shown later to the next generation, and they like the film, which means that the message is easy to be understood, because it resembles the original, and had been watched over and over.

Persuasion, the dimension of persuasion informs about the strengthening of the message so that the audience has an appeal to the message conveyed. The indicator used is the desire to know what Jong boat is, how to play, how to rent or buy, and how to participate in races. The responses include the desire to know more about the Jong boat, how to make and use it and the desire to join the Jong boat race.

Impact, this dimension shows that the message conveyed in the film looks more creative and prominent as well as increasing knowledge of the Jong boat. Respondents can find out about Jong boat as a Malay cultural heritage. Initially, the Jong boat was considered an ordinary game and there was no need to know it more. The film media that was exhibited raised people's curiosity, to know its shape and how to play it. Until they had finally learned about the Jong boat as one of the cultures that needs to be preserved not only by the local community in the coastal areas of Nongsa but also by all the people of Indonesia.

Communication, the communication dimension can provide information about the ability of the respondent to remember the main message conveyed, the understanding and strength of the message conveyed in the documentary. Documentary films have the characteristic of conveying messages without reducing their authenticity. In the Jong boat documentary, the presentation was packaged in the form of narration and video so that it helped the community to understand the main message conveyed. The storyline is packed starting from the old kampong area which plays the Jong boat, the process of making Jong boats and the Jong boat race activities.

However, from inputs of several respondents, especially from the film community about the content of this film, the contents of the film are too dense. If it were to be used as a promotional medium, it should be separated based on the history of the Jong boat so that it can become a historical or cultural learning media focusing only on the competition activities, so that it can be used as a promotional medium for local and international tourists while helping the committee to announce the competitions, because they are held annually.

CONCLUSION

Jong boat documentary as a culture promotion media is analysed qualitatively using the EPIC approach. The model can be summarized as follows: (1) Documentary content that resembles to the original strengthens the empathy and persuasion in finding out what Jong Boat is; (2) The impact felt by the community after watching the Jong Boat documentary film was very enthusiastic to take part in the competition and found out that the game was a culture that must be preserved; (3) The message packaged in the film shows that the communication that was implemented successfully increased the public's understanding of Jong Boat in detail. Based on the analysis model seen from the empathy, persuasion, impact, and communication of the Jong boat documentary, it can be concluded that documentary films are worthy of being used as a media for cultural promotion. The strengths of the film are attractive, informative and understandable, fascinating and stimulating.

Cultural preservation is important from various parties so that some things are recommended for subsequent research on documentary film about Jong Boat and its analysis are as follows: (1) Modification of film about Jong Boats for learning media about cultural history and specifically as a media for cultural promotion; (2) Strengthening documentary films as a media in promoting a culture can be analysed further, quantitatively or using any other approaches, so that film effectiveness can be measured as a media for promoting culture and tourism globally (all of the cultural heritage in Indonesia). Parties related to the preservation of cultural heritage can use documentary films as a media campaign, not only for local communities but also the international level.

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