

QUALITY OF DOCUMENTATION IN VIDEOGRAPHIC FORM IN THE 2019 INACRAFT EXHIBITION

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ABSTRAK

Dokumentasi merupakan hal yang penting dalam suatu perusahaan. Salah satu dokumentasi yang cukup berpengaruh adalah dokumentasi dalam bentuk videografi. Tujuan penelitian ini untuk mengetahui bagaimana kualitas videografi sebagai bentuk dokumentasi yang dibuat oleh PT Mediatama Binakreasi pada Pameran Inacraft 2019. Penelitian ini merupakan pengumpulan data kualitatif, metode pengumpulan data observasi, dan wawancara kepada Moch Sobri selaku multimedia desainer dari PT Mediatama Binakreasi dan Rizky videografer dari Numoto Photo. Hasil penelitian ini memberikan pengetahuan bahwa videografi sebagai bentuk dokumentasi yang dibuat untuk Pameran Inacraft 2019 sudah cukup baik dan memuaskan. Data yang dibuat dan proses editing video, semua disusun secara matang oleh para tim dokumentasi yang ada.

Kata kunci: Dokumentasi, videografi, kualitas

ABSTRACT

The Quality of Documentation in the Form of Videography at Inacraft 2019. Documentation is an important thing in a company. One of the most influential documentation is documentation in the form of videography. The purpose of this study was to find out how the quality of videography as a form of documentation made by PT Mediatama Binakreasi at the 2019 Inacraft Exhibition. This research is a collection of qualitative data, methods of collecting observation data, and interviews with Moch Sobri as multimedia designers from PT Mediatama Binakreasi and Rizky as videographer from Numoto Photo. The results of this study provide knowledge that videography as a form of documentation made for the 2019 Inacraft Exhibition is quite good and satisfying. The data created and the video editing process are all compiled through by the existing documentation team.

Keywords: Documentation, videography, quality

INTRODUCTION

In 2019 the Indonesian Government set the target that there will be 2 million MICE tourists visiting Indonesia. Based on ICCA data (International Congress & Convention Association) which was released in 2012, seven times higher foreign exchange was generated by MICE tourists than leisure tourists. ICCA Data said the average MICE tourists only live in Indonesia for 5 nights, but the production generated by MICE tourists reaches more than US \$200 (Republika, 2018).

According to the Ministry of Tourism in 2017, currently there are several main problems that inhibit the growth of MICE industry in Indonesia, among them are no development of MICE destinations, lack of MICE development data, and Indonesia didn't participate in the World MICE Association (Venuemagz, 2018). In addition, Indonesia also has another problem in the field of MICE namely the lack of international standard MICE venues. One of the criteria is the location of MICE international event should be located as close as possible to the meeting place and the inn. In Indonesia only Jakarta and Bali who have criteria as such (Bisnis.com, 2019). Ministry of Tourism held a convention with practitioners, academics, and MICE industries in Indonesia with the aim of formulating what all regions should be done in Indonesia, especially some MICE destinations that have been set by Government.

One of the companies engaged in the MICE field is PT. Mediatama Binakreasi. Inacraft was first held in April 1999 with full struggle by the protesters. Now this company is one of the largest exhibitions and convention organizers in Indonesia with international quality. Along the way PT. Mediatama Binakreasi has made many major events and international scale, one of which is Inacraft (The Jakarta International Handicraft Trade Fair). Inacraft was born from simple thinking with the aim of improving the welfare of the craftsmen living and entrepreneurs in the field of handicraft. Inacraft also strives to make improvements and developments in order to improve the quality of the exhibition. Not only in terms of exhibitions, but also appearances and promotional strategies with documentation Methods (Inacraft.co.id, 2019).

There are two methods of documentation in the Inacraft exhibition which are literary documents and private documents. Literary documents are documents in the field of libraries, for example: books, magazines, and videography. Videography can be interpreted as a medium to record an incident that is summarized in a dish and a voice that can be enjoyed by the viewer in the day as a memory or as a study of the events that have occurred (D. Nunnun Bonafix, 2011). If it linked as a documentation tool in the Inacraft exhibition, videography can serve as a promotional tool, proof of activity reporting, personal data of the Creative and Production division, and proof of legitimate reporting regarding financing issued by DKI Jakarta provincial government.

One of the functions and roles of videography in the MICE business is as a supporter of marketing or advertising enhancement. A MICE company should think about the importance of videography in every event to be created. Not only related to marketing or advertisement, documentation in the MICE business but also used as a control tool for activities in the event, important moments such as public interviews of figures present during the event, acceptance of awards, as well as valid evidence related to the financing booth financed by the provincial government of DKI Jakarta (Jasafotojakarta.com, 2019).

The problem is that if there is no documentation in the form of videography, it will affect some important aspects of the event. One effect is the absence of physical evidence of financing issued by the parties that finance an event. In addition, the data owned by the event organizer company is also less than perfect. If you rely solely on the documentation in the form of photos and data archives, this will also affect the attractiveness made. Absence of good promotion in the form of videography will be a quite fatal problem in an event that runs every year such as the Inacraft exhibition 2019. The purpose of this study is to know the process of making videography and the level of quality videography made in the Inacraft Exhibition 2019.

LITERATURE REVIEW

Understanding Videography for Documentation

Videography for documentation is a video recording of an event that occurs without any elements of engineering. Videography for documentation is usually made individually, a group of organizations, government institutions, or companies. Based on its purpose, videography for documentation is created as a documenting an important event that can be made by amateurs or professionals. There are several types of videography for documentation including:

1. Amateur Video

It's usually made by using any camera and has many problems like a blur or cameras are shaking. Amateur videos are intended only for personal documentation.

2. Journalistic Documentary Video

It's usually made by professional videographers created by the correct method and intended for the benefit of TV stations or Youtube.

3. Event Documentary Video

It's usually made by using the right method, a right concept, and intended to introduce or promote existing events to visitors in the following year. (Massageng Widagdhaprasana, 2011)

The process of making videography for Event documentation

Pre-production

Pre-production is an early stage before the implementation of a video. This stage is very important because at this stage all the steps of planning to produce a quality videography is done. In pre-production stages, all plans, intentions, and purposes of making videography should be neatly arranged and detailed to avoid small or large mistakes. There are stages that should also be considered during pre-production, namely searching and finding new ideas.

Searching and finding ideas and themes is the earliest step before the production of videography. By finding ideas and themes, the Videography team for event documentation will be easier and know the moments that need to be taken. Upon learning the theme, the videographer team is only tasked with adding some ideas and accents to make the resulting video more interesting. To produce a more informative and interesting video, there are a few things that need to be played:

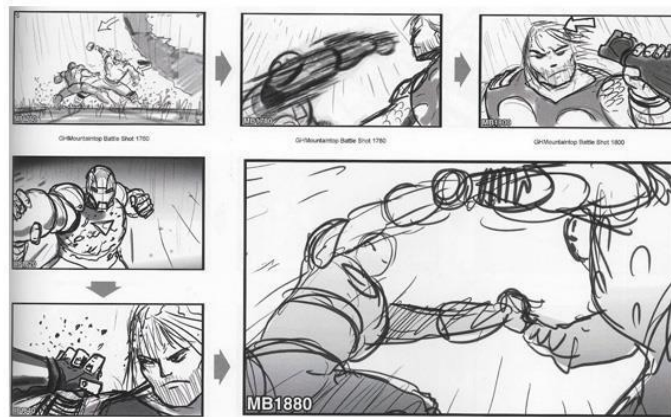
1. Collecting data and ideas related to the theme.
2. Determine the figure and speaker if the concept will insert a little interview.
3. Field observation.

Storyboard, Treatment, and Shooting Script Creation

The next step of videography is creating storyboarding, treatment, and shooting scripts gradually. This step is indispensable, because it will be very useful and facilitate the creation of videos in the field.

1. Storyboard

Storyboard is used to describe the series of events to be recorded in the video. This series of events is then poured out in sketch drawings or photographs. This sketch or photo will be used to see if the series of events already correspond to the story's plot. In addition, the storyboard is also used to give an overview of the videos to be produced and see the continuity of the groove to be recorded. However, in the making of videography for the event documentation, storyboards are not as necessary because video creation is autodidred on the pitch. Here's an example of creating a storyboard.



Picture 1. An Example of Storyboard
(Source: Sibelay.blogspot.com, 2012)

2. Treatment

Treatment provides a detailed and unthematically drawn picture. Treatment also gives a more descriptive picture of the theme of the event that will be filmed. Treatment will help the team of videographers in order to determine what storyline to be filmed.

3. Shooting Script

Shooting Script is used as a production guide when moving in the field. This guide is especially useful for all the videographer teams who are taking a video. This Shooting script contains about operational instructions in the process of video production implementation. The languages used in shooting scripts are usually audiovisual production languages.

Production Planning

At the planning stage of production, the team will plan all the needs that will be done at the time of video production. This step is very important and it is necessary that every production activity can be well planned. Production planning will be easy to implement when the invention of ideas and themes as well as storyboard creation, treatment, and shooting script is done. In the production planning phase, there should be a few steps to be considered:

1. Search for a shooting location.
2. Planning anyone who will be made a talent.
3. Planning a field Video production team.
4. Planning what kind of tools Needed
5. Planning the shooting schedule
6. Budget planning of funds

Production Preparation

This stage is important as the last step. Because at this stage, the team will do the checking and matching whether it is in accordance with the planned or any other plan changes from the initial planning. When the checking is done then it will be done again stages of production preparation are:

1. Survey location.
2. Contact the production team to coordinate before heading to the production stage.
3. Prepare the necessary equipment and re-check whether the equipment is functioning properly or not.

Production

In this production, the video production team is usually led by a director who has roles in charge of ongoing video production. In videography for event documentations, the role of the Director is not necessary, because the production of video will be done automatically depending on the incident or important moment that needs to be recorded and entered in the video. Here are the tips and tricks to make the shooting immediately match what is expected:

1. Take a picture closer to the object.
2. Be careful with less good lighting as it will make the video result is not clear
3. Keep the posture balance.
4. Avoid panning or moving the camera manually.
5. Set the image composition before recording.
6. Take a lot of stock video

Post-production

Post-production is the final stage in a video production before it is ready to distribute. In this post-production stage, specialized people are required as well as video editing-based applications. There are three steps to be considered in the post-production period:

1. Offline Editing

In this step, the editor team will record back all shooting results in the field. The editor team will record it in a time code in the video editing-based application (Adobe Premiere Pro, Adobe After Effect, etc). This process is done with the intent of sorting which videos will be used during the video production. Based on the video selection record then make a rough editing called offline editing. When offline editing is resolved, the result will be examined together in a process called screening which is meant to see if the overall offline editing is still there that needs to be added or should be replaced with video stock others. Then when all is enough to be made script editing that comes with the description of narration or other illustrations.

2. Online Editing

The editors' team will see a shot per shot to unite the story to keep it sustainable with each other. In addition, in the online editing stages, the editors will make the video result more beautiful and interesting. Overall this editing will be adjusted to the editing script that has been created.

3. Mixing and Mastering

The mixing process is a process for combining video and audio. In this stage, editing person will prefer to polish the audio, add a music illustration and a sound effect that will be used to build the atmosphere in the created videography. In this mixing phase, the addition of narration is also necessary. After that, next stage is final preview or screening and see all the videos that have been edited and processed. After the perfect mixing stage was made to mastering that was the perfect videography transfer into the DVD and then duplicated.

METHODOLOGY

In this research, researchers use descriptive research. This research conducted from 6 February 2019 to 28 June 2019., about 5 months at PT. Mediatama Binakreasi. Collecting data can be obtained from interviews, observations, and literature. The researcher will interview with two sources, Moch. Sobri and Rizky from Numoto Photo Agency. Moch Sobri works at PT. Mediatama Binakreasi as Multimedia Designer at Creative and Production Division. After collecting data, the researcher will analyze the data.

RESULT AND DISCUSSION

The process of making videography as documentation at the exhibition Inacraft 2019

There are several steps to keep in mind of making videography as documentation for the Inacraft Exhibition 2019. First step, in pre-production Mediatama Binakresa Company have to select Videographer Vendor for the exhibition. Numoto Photo Agency has been chosen by Mediatama Binakresa Company as its photography and videography vendor. They have been working together for approximately 3 years. Next is a meeting between Mediatama Binakreasi Company and Numto Photo Agency. The purpose of this meeting is to decide which event should be filmed. The list of what should be filmed are:

1. Events on the main stage
2. Event opening
3. Event closing
4. Interesting products
5. Time lapse from the beginning of event until closing
6. Testimonial from visitors and public figures
7. Transaction between visitors and exhibitors
8. Product sponsor

Lastly, job-building for Numoto Photo Agency. The agency will share its duties and parts to the selected photographers and videographers.

Second step is preparation of videography production at Inacraft exhibition 2019. This step will be focused on equipments needed after all pre-production has done. Some equipment to be prepared are as follows: full HD Camera with 1920x1080 megapixel resolution, tripod, monopod, hand microphone with label Inacraft 2019, video lighting, and stabilizer. The recommended camera is a standard camera that should be used in making videography as documentation at the exhibition Inacraft 2019. This standard camera is intended for the quality of the resulting recordings to be satisfactory

Third step would be videography production as documentation at Inacraft exhibition 2019. This step is important because the place of event is very large (example: Jakarta Convention Center) communication by the documentary team should be necessary good. Therefore, a communication tool that must have is a handphone with WhatsApp apps. There are several things to note in this stage of production in order to produce a good and perfect video documentation including:

1. Take pictures closer to an object
2. Be careful with less good lighting as it will make the video result is not clear.
3. Keep balance.
4. Avoid panning or moving the camera manually.
5. Set the image composition before recording.
6. Take a lot of stock video.



Picture 2. The process of making videography as documentation at the exhibition Inacraft 2019
(Source: Author Documentation)

The level of quality videography made in the Inacraft Exhibition 2019

According to Moch Sobri as Multimedia designer as well as editor of videography as documentation at Inacraft 2019 exhibition from PT Mediatama Binakreasi, to achieve the intended video standards, there must be a post-production stage of great and competent. The process of making videography should use a video editor app like Adobe After Effect and Adobe Premier.

Adobe After Effect is a video editing app that's perfect for any type of video that uses composition techniques. For example, if you want to add other animations such as text or other additional objects from different files then Adobe After Effect is the right application. The app is also very easy to use. Therefore, Adobe After Effect is used for video editing purposes, which should be displayed on the Inacraft social media. Adobe Premier is a video editing app that you can use efficiently. Usually this app is used to edit a movie or other short video. Adobe Premiere's use of video editing apps is a bit harder than the After Effect video EDI app. But the video edited from this app will look more beautiful and amazing. In this way, Adobe Premiere was chosen to create videography as an Inacraft documentation that is more intended as a teaser creation.

There are a few supporting things to look out for in order to produce good documentation videos and different from other events. The supporting parts include music, sound, and animation. Last thing to all of it is how the videographer team and editor team can assemble the entire content in the video. the built-in network must have a message to be delivered by the viewer. Some of the messages that must be in videography as Inacraft 2019 documentation include:

1. Introducing how varied products are sold and exhibited in the exhibition Inacraft 2019.
2. Display interesting events made on the main stage.
3. The animation is built for the Inacraft 2019 videography has a strong identity.
4. Good testimonials about Inacraft from the visitors

The obstacles in the videography making process as documentation at the Inacraft exhibition 2019

There are two obstacles in the videography making process as documentation at the inacraft exhibition 2019. Two main obstacles to note namely the difficulty of team communication as well as the difficulty of technical coordination of time. The difficulty of the communication is the communication that is done between teams during the exhibition only using handheld phone, while the phone network that is in the Jakarta Convention Center is very inadequate and tend to be bad.

While the difficulty of technical coordination of time is when the exhibition ongoing, usually there will be influential people in Indonesia who attend, for example celebrities, politicians, or public figures. To get good and perfect documentation results, the results of the recorded testimonials are required, so there needs to be a stand-by team in each hall. Because of the lack of documentary team and the massive size of the hall at the Jakarta Convention Center, sometimes the documentary video capture with influential people or public figures can not be done.

CONCLUSIONS

The results of this research are, beside to know how the quality and the process of making videography as documentation at the exhibition Inacraft 2019, videography as documentation in an event is very important. There are many objectives that can be benefited from making videography as documentation. There are as a means of promotion to the Inacraft exhibition in the following year and as an introduction to the Indonesian embassy in other countries.

In addition, there are differences between theory of videography-making and implementation of said theory in field. For example, storyboard creation and others are not implemented. Next, on post-production to edit video they, the video editor only using offline method, without mixing and mastering process. They spread their processed video by online. The researcher discovers that there are two barriers in making videography as documentation such as having difficulty for team communication in Jakarta Convention Center Hall and coordinating the team when having to take testimonials from the public figures present at the exhibition Inacraft 2019.

RECOMMENDATION

To increase the quality of videography as documentation, PT Mediatama Binakreasi should:

1. The shooting needs to be done according to the plan and more detail.

2. Make sure each member of the documentation team is in the right place according to the plan.
3. Add about eight or more person for maximum documentation.
4. Each team member must have sensitivity to the conditions in the Inacraft exhibition in order to quickly capture the umexpected moment.
5. Provide handie talkie for all teams to increase communication between them.

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