

# The 2nd Conference on Management, Business, Innovation, Education, and Social Science (CoMBInES)

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## DESIGN AND DEVELOPMENT OF HUNTER PLACES DOCUMENTARY VIDEOS IN BATAM AS A DARK TOURISM PROMOTION MEDIA

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### ABSTRACT

Tourist destinations are zones that are directly designated and advertised as tourist destinations. All tourism products are offered to a particular group of tourists who want to visit places containing a mystery and know the event's meaning. This can be found in historical places according to local people's stories. The development of dark tourism can increase foreign tourist visits, which can be used as an economy related to the government by attracting foreign tourists who want to provide foreign exchange for dark tourism, including remote areas. The author uses the flow of literature study and conducts research and development analysis to determine tourists' interest in visiting these places. After getting strong interest from the tourists, the researcher designed and built the appropriate video for it. This continues and is improved up to the implementation stage and ends at the dissemination stage. Many still do not understand how to attract tourists' attention from dark tourist destinations, whether it is shooting a film in the form of a vintage colour gradation video with a frame. The result of the design and development is a documentary video of dark tourism that the Indonesian people can use to attract foreign tourist visits to Indonesia.

**Keywords:** *Dark Tour, Video, R&D, Batam*

### Introduction

A tourist destination is a zone that is directly appointed and promoted as a visiting location for tourists and in which all tourism products are regulated by a certain group of tourists who visit the location of the tragedy, interested in finding the meaning of the events that have occurred in that place. Dark tourism or what can also be called black tourism or grief tourism is one of the special interest tourism activities. Many interpret that dark tourism is ghost tourism, horror tourism or tourism related to the occult (Isa, 2017). The development of dark tourism tourism is able to increase foreign tourist visits, which can be used as an economic sector related to the government, by attracting foreign tourists who aim to provide foreign exchange to the country, besides that it also increases the interest of domestic tourists even though they do not generate foreign exchange for the country, domestic tourists. also

cannot be underestimated its role in improving the country's economy in the fields of transportation, lodging, and so on (Sinulingga et al., 2020).

Batam City has destinations that can be made into dark tourism, including an abandoned place. Some of these locations are familiar to Batam residents in general, and have become tourist objects that are usually visited by tourists. From several locations in Batam City, some were once a nightclub, lodging and shopping centers which were then abandoned. (Fujiyanto & Antoni, 2020).

Video media is the most appropriate medium to convey messages and tell the atmosphere of the place as information that will be conveyed to the audience. For shooting, it is necessary to take the architecture where the parts that become the attraction of the place and add vintage effects that will make the picture even more dramatic which makes the video more interesting to watch and

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makes the destination more mysterious, making the audience curious about what to do. visit the place that is the object of research (Kurniawan, 2017; Wibowo & Hendry, 2021). Haunted is a form of memory of objects that do not move and stay, such as a place or object and/or something that is inanimate, such as a wall in our house, it is unable to change its shape, its shape is in accordance with the results of production from

the factory and if there is no damage, then, he will live forever, attached, permanent, if possessed by a spirit or body an uneasy life then the object or place is believed to be a haunted place whose existence cannot be contested other than being accepted as part of the history and history of a person (Wadu et al., 2020).

## Literature Review

Year	Author	Summary
2020	Samerdanta Sinulingga, et al.	the tourism filmmaking process includes: pre-production, production to post-production; while the validation of tourist films as promotional media includes: color or film images, features that strengthen the uniqueness of the image of tourist destinations,
2020	Nabdul Munif	Factors that influence the motivation of dark tourism. Experience is the beginning of the emotions and feelings of tourists to visit. Concurrent emotional reactions include pride, shock and fear, anger, disgust and hope.
2020	Ida Bagus Gede Paramita, et al.	Several strategies were obtained in restoring Bali tourism to the new normal, namely providing confidence that the government and the tourism industry players in Bali have implemented very adequate health and safety standards and will also provide safe travel alternatives when they visit Bali during the pandemic.
2021	Rachel Robison	Over the years there has been much discussion about what to do with Hitler's childhood home. There were discussions to turn it into a museum dedicated to the memory of the victims of the Nazis. In recent years, Austria has decided to demolish it to reduce or eliminate the attractiveness of the site to neo-Nazis
2021	Puneesh Verma	There are seven kinds of motivations for visiting dark tourist destinations, namely: curiosity, empathy, horror, education, nostalgia, memory, and survivors of the event.

## Research Methodology

### R&D Model



Figure 1. R&D Model (Processed)

#### 1. Reference

In the reference stage, the author collects various journals and previous research as well as books related to the topic of dark tourism by observing and studying video documentation and also documentaries in which will be analyzed such as how to carry out to document these

haunted places. Reference is a certain part of a book or scientific publication that can be used as the basis or confirmation of a statement through verified facts. Reference books can be physical or electronic documents (Irawati, 2020).

#### 2. Observation Phase (Research)

In the observation stage, the author makes observations by going into the field as an effort to get information from sources who come from local residents and the author will ask some questions about how the tourist attraction becomes haunted. Observation or observation is the activity of a process or object that aims to gain knowledge about a phenomenon based on known

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knowledge or ideas, to understand it, and to obtain information needed to continue research. (Maisaroh et al., 2021).

### 3. Development Stage (Develop)

In the last stage, namely development, the author will take pictures and videos according to the mapping or storyboard that will be included in the frame, after that it will be continued in the editing stage and rendering stage so that the quality of the resulting video can be maximized according to the rules and contents of the documentary video. The products and services on the market do not always live up to the expectations of owners and manufacturers. As tastes, technology and competition change rapidly, companies need to develop new products and services accordingly (Olva et al., 2021).

## Result and Discussion

### Research

In the research stage, the author researches everything that he will collect, both things needed in research and making this documentary video, starting from observing places that are considered "haunted" followed by collecting mystical stories contained in those places, after The writer looked for news on websites and newspapers and started exploration with the Indonesian ghost hunter team in the area. When the author wants to find a place that is said to be "haunted", the author finds several places that if it will become land as a place to document mystical activities or events which will attract visitors or the explorer will be challenged by his brave soul and the author will mention some destinations haunted place:

1. Nongsa Point Marina (Jl. Hang Lekiu, Sambau, Nongsa District, Batam City, Riau Islands 29466).
2. Turi Beach (Jalan Hang Lekiu, Nongsa, Sambau, Nongsa, Sambau, Nongsa District, Batam City, Riau Islands 29465).
3. Ozone (Barn Fortune Complex, Jl. Teuku Umar Blok D No. 1, Lubuk Baja City,

Kec. Lubuk Baja, Batam City, Riau Islands 29444).



Picture 1. Place observations at Nongsa Point



Picture 2. Observation places in Turi Beach



Picture 3. Observation places in Ozon

After conducting research to find evidence of the existence of the place that is considered "haunted", the author plans to manage or create a division in concluding the various stages needed to make it easy to understand by dissecting which parts need to be questioned and described as follows:

#### a. Observation

When the author explores the meaning or meaning of the observation, it is implied that several previous studies reveal that before researching it is required to see, know, get stories, news, ideas, opinions and so on in order to explore and find evidence that is felt to be valid for this research. according to<sup>1</sup>Festinger, et al (1956) Observation method which includes

the destruction of the world. University of Minnesota Press (translated).

<sup>1</sup>Festinger (1956:156), When prophecies fail: Modern group psychological and social studies predict

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observing the behavior of people in the environment where it usually occurs. When conducting naturalistic observations by making observations as comfortable as possible so that participants do not know that the researcher is being studied.



**Picture 4. A scribble in Batam's Ozone**

## b. Story

When making observations, the author also researched and explored the origins of why the place could be "haunted" starting from listening to stories from local residents, stories from local residents with the beginning of a local resident whose death was something that was not planned before, such as being killed. or his life was killed and the place was left as a crime scene and inhabited by local residents because they were afraid that the place still contained wandering spirits that made none of the local residents want to live in that place, called ozone.

## c. News

The author quotes news from batamnews<sup>2</sup> what Zuhri wrote about old buildings in Batam City found several places such as: the main market in mate; hotel nan stilts; hotel framework in baloi; BIP malls; Ozone; etc. The author chose a place in Batam where in the news it was found why the place of the former building became a horror, starting with the story of the former Nantonga building which is not far from the Main Market. Pacific hotel front. This building is quite scary. Also, this former hotel hasn't been visited in 10 years. The country is abandoned. The former hotel is located on Jl Duyung. Judging from the name and available information, this building

belongs to a businessman from Padang, West Sumatra. From the outside, it looks like the building is in disrepair. Some of the buildings are also rotten. The building was left alone. According to the story, the hotel was closed because the owner thought running the hotel would only bring immorality. It is said that the owner does not want to sell this building to anyone who wants to buy it.

## d. Exploration

After passing the observation stage, the author will explore the process of observation into exploration, namely by exploring the place directly (ontime) by looking at the conditions of the place such as ozone and so on. The author also recorded several conditions that according to the author were very worthy of being made into a cinematic documentary video, visualized as follows:



**Picture 5. Exploration stage 1**



**Picture 6. Exploration stage 2**

<sup>2</sup> Muhammad Zuhri, batamnews, "Old building in Batam City" Accessed on 06 December 2021 at 14:02 WIB.

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Picture 7. exploration stage 3



Picture 8. 4 exploration stage

## Development

There are four stages in the development stage, namely design, blueprint, editing, export. At the Production stage of the learning video there is a script that is developed into a real product, at this stage it produces a learning video product. In the production stage, the first activity carried out is the collection of materials or teaching materials. Video capture was carried out at the Segara temple in Bungkulan village using two DSLR cameras and several other supporting devices such as a tripod and mic. After all the scenes are completed, they will then be combined using the Adobe Premiere Pro CC 2019 application. After the video is ready, the next step is to implement the product. At the implementation stage, the effectiveness of the products produced in the field must be applied.

### a. design

In the design stage, a cinematic will not look interesting and good if the story shown does not attract the attention of tourists. To be able to make a video with an interesting story, it is very necessary to have a clear and structured story such as research from (Sunarya et al., 2021) there are several stages, namely pre-production; production and post-production. The three stages tasted several concepts, problems in the story, the

climax of the video and the materials or software and hardware needed for the best way of this cinematic video.

### Langkah-langkah Merancang Penelitian

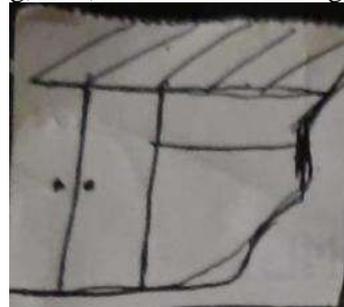
1. Menentukan Topik atau Masalah Penelitian
2. Penelitian Terdahulu
3. Latar Belakang Masalah dan Perumusan Masalah
4. Pertanyaan Penelitian
5. Tujuan dan Manfaat Penelitian
6. Landasan Teori
7. Hipotesis
8. Metodologi Penelitian

### Picture 9. Things needed in the design (source: Ruangguru)

#### b. Blueprint

In the manufacturing process, after going through the design process, the author will visualize it with an image in the form of a storyboard that will be worked on and turned into a blueprint, which later this blueprint will become the link between the first story and the other stories.

according to (Kausar et al., 2017) In his research, it is stated that storyboards are an alternative way to sketch whole sentences as a planning tool. Storyboards combine storyboards and visualization aids on a piece of paper to allow scripts and drawing material to be coordinated with one another. The presence of storyboards increases production efficiency and eliminates trial and error when creating projects. Of course, we've seen video commercials that can't be separated from the existence of storyboards, scene by scene, and what talent and advertising stars have to tell. There are many different types of storyboards themselves, including video advertising, film, and video marketing.



Picture 10. Opening with tourist attractions where to stay in Turi Beach

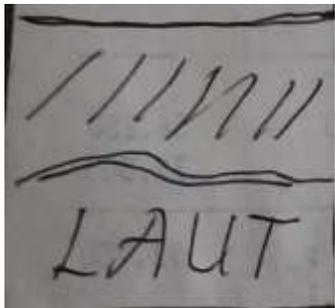
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The opening will be opened with an inn where the author will take a front view with an angle right in front of the inn door in order to give the impression that we will enter the door and explore what is inside.



**Picture 11. The sea at turi beach with a side angle**



**Picture 12. The sea at turi beach with an angle front**

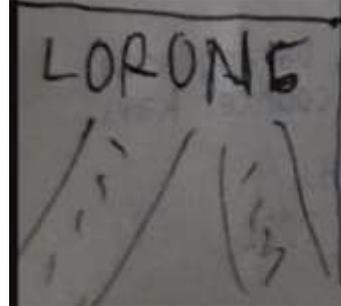
After opening with the door, the author adds some foam in the form of the ocean where the sea will describe the extent of the story that will be contained in this documentary video, by recording on this part of the sea or beach, it will be clear how clean the place is.



**Picture 13. Pagoda at turi beach**

After recording the sea and the beach, the writer continues the funeral at the inn, the place where the writer records the first scene in front of the

door, which means that we are out of the world and will continue at Nongsa point.



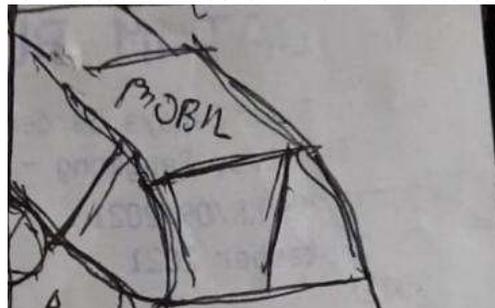
**Picture 14. The hallway at nongsa point**

In the opening and transition of the scene from turi beach to nongsa point, the writer will record in the dark passageway to find some steps that will be impressed by the darkness which will make the audience goosebumps and if there are viewers who have a brave nature, then will feel the adrenaline rush to visit the place.



**Picture 15. Home nongsa point**

In the picture of home which means house at Nongsa Point, this is a 'fit' place as a place to rest in the room in which the author will put it and cover it with darkness that will create its own horror, even in the recording and the resulting video will seem almost such as "dark" and black.



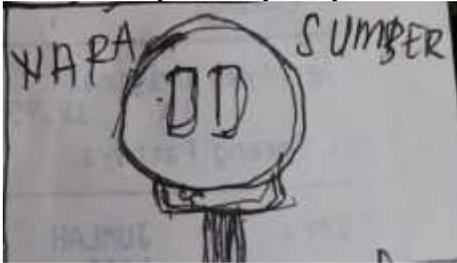
**Picture 16. Car trip to Ozone**

In the storyboard image above, the author will record a car where the vehicle will take us to

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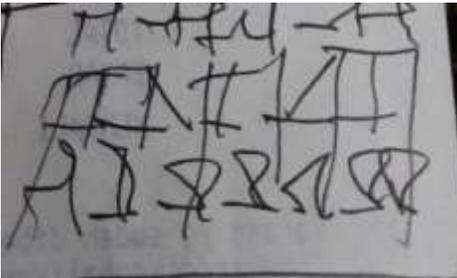
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explore the next world, namely ozone, where ozone is known as a haunted place that has been abandoned since 2005 due to a raid which stated the place was illegal and of course it would be illegal. makes the place very scary.



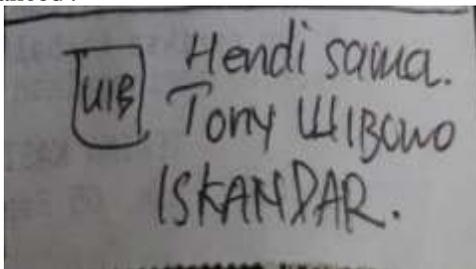
**Picture 17. Resource person or crew**

When entering a place that is known to be haunted, the writer will record the part or several local people who will be interviewed and explore the confusing stories that will explain why the place is so terrible.



**Picture 18. Artistic and closing**

After exploring the place of ozone, the author will provide a closing that will arouse curiosity with the visuals or videos produced, with the wild thoughts of the audience, an image of the shape of the "waiter" will appear and will also make a story or news about something that considered as 'blanced'.



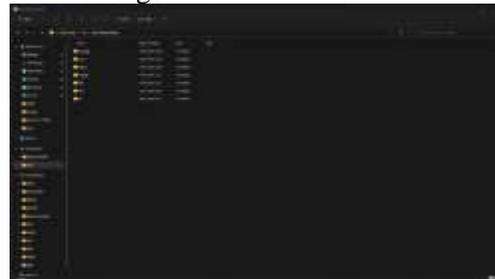
**Picture 19. Thank-you note**

In closing the video, the author will add a thank you to the supervisor, the head of the information systems study program, the chancellor and

colleagues who cannot be mentioned one by one for more than five seconds.

## c. Editing

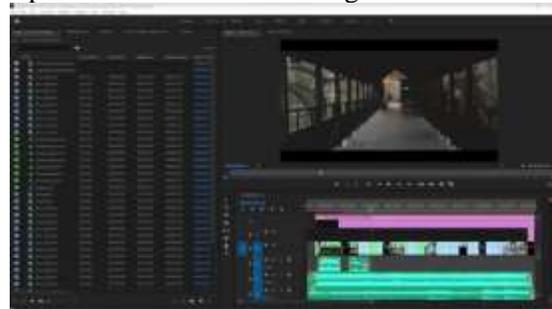
A combination of several shots and sound results in the right order, according to the script / script, and according to a certain length and rhythm that suits the story situation and the rhythm of the music. Is a post-production activity that goes directly through the mixing stage / post-production process through the editing stage (cut + splicing). This system is done by locating editing points directly on the original/assembled tapes, so editing and mixing is time consuming and dependent on all professional broadcast equipment. This snippet can be used to edit/merge images from reports, current daily news events. This usually lasts up to several items of work. In this case, we need the editor role to combine footage into one or more scenes.



**Picture 20. Editing stage in folder**

## a) Vintage Color Grading

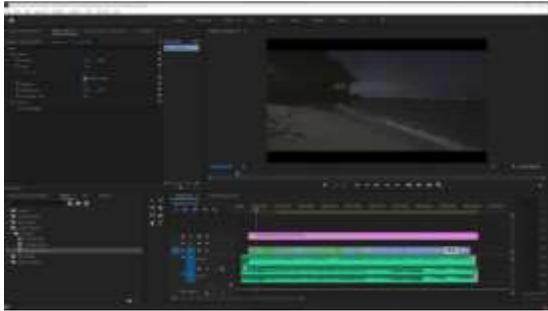
In the VCG stage, the author will add some visualization effects by editing in certain parts it will look like videos from the 60s to 80s which will appear like a yellowish brown color with the impression of an 'old' or vintage video.



**Picture 21. Added vintage color effect**

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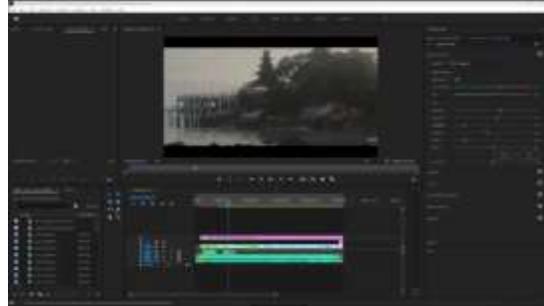
Picture 22. Editing process using Premiere CC

## b) Stabilizer

In the stabilizer stage, the author will make a video with the movement following the road with a neat flow, namely with the help of a tool called a gimbal, the dreadlock in question is not a dreadlock on human hair but a gimbal a camera tool that can be used as a tool to minimize shake in the video so that it looks as smooth as possible

## c) Sound Effects

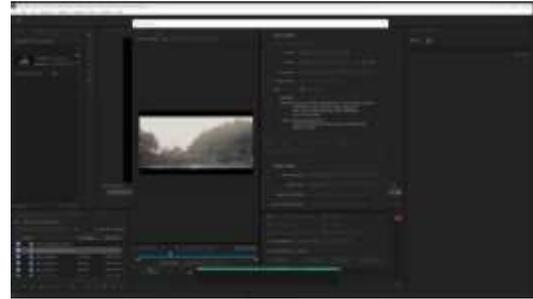
At the sound effect stage or better known as sound effects, the author will add some sounds in the form of the swish of spirits or the sounds of ancient Javanese musical instruments and various wind sounds that are able to add a scary impression in this documentary video.



Picture 23. Added sound effects

## d. Export

After going through several stages of the editing process, it was time to enter the export stage, namely by combining or collaborating sound effects, stabilizers, color grading and rendering in 1 stage, namely export and with equalization which will become one file, namely .mp4 (depending on demand).



Picture 24. Export stage



Picture 25. First video view



Picture 26. Second video view



Picture 27. Third video view



Picture 28. Fourth video view

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Picture 29. Fifth video view



Picture 30. Sixth video view



Picture 31. Seventh video view



Picture 32. Eighth video view



Picture 33. Ninth video view



Picture 34. Tenth video view

## Limitation

As for the limitations of the design and implementation that the author is working on, such as making PPOB (payment point online banking), which requires an MOU to declare a collaboration, is beyond my limits.

## Conclusion

There are still many people who do not understand how to attract the attention of tourists from dark tourism places by doing cinematography in the form of a video wrapped in vintage color grading with a framework or research flow using research and development by arranging the division of time starting from research to observe, look for stories about the place, the news is calm about a haunted place in Batam City and doing exploration together with the ghost hunter team in Batam City. When exploring haunted places in Batam City, needed are required to bring safety equipment and lighting due to unexpected things or events such as camera battery stock running out while recording, a crew being disturbed by spirits, finding things that should not be was at the scene of the crime and various unplanned events.

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