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Batam City Culinary Documentary Video Design

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Abstract

The aim of this research is to delve into Batam City's culinary richness, strategically positioned between the Strait of Malacca and the Strait of Singapore. Focusing on a documentary video, the study explores planning and development processes, aiming to uncover Batam's diverse culinary heritage. This culinary documentary video was made using the applied research method. Through interviews and immersive storytelling, it seeks to document unique traditions and food culture. Significantly, the project promotes local cuisine to a broader audience, attracting tourists and supporting local culinary businesses. Serving as a gateway to Batam's gastronomic treasures, it contributes to cultural appreciation and economic development.

Keywords

Culinary, Documentary, Video, Applied

Introduction

Traveling activities are something that many people are interested in, especially if the tour involves food. In Indonesia itself there are many types of tourism that can be enjoyed, one of which is culinary tourism (Wijaya et al. 2019). In Indonesia, there are many kinds of culinary foods that are in demand by the surrounding community. This Indonesian culinary can present a food or drink that creates a taste to attract consumer purchasing power for the culinary food or drink.

From tours that have a lot of culinary food and drinks, it can attract many tourists to try the culinary food and drinks on that tour. Tourism is considered as one of the important sectors in the economy of a region or even the country as a whole. Therefore, each region has tourism potential in order to increase food and beverage culinary. One of them is Batam City.

Batam City is a strategic city because it is located between the Strait of Malacca and the Strait of Singapore so that Batam City has become a popular tourist destination for foreign nationals, especially tourists from these two neighboring countries. The city offers various tourist activities, such as shopping, delicious food, and beautiful resorts. (Melyanti 2019)

Documentary films have a significant advantage in information delivery as the audience can get a direct explanation from the source when presenting fact-based material. In addition, a documentary video is a type of movie that provides up-to-date footage for the purpose of

entertaining, educating, or recounting daily life that includes conversations and opinions (Hendrik and Deli 2021).

Based on the background of the above problems, with the design and implementation of the documentary video compiled, aiming to introduce the culinary in Batam, the author decided to choose the topic of this final project with the title "Designing Culinary Documentary Video in Batam City".

In this research process, author will conduct interviews about culinary in Batam city. Author will discuss the problems contained in the final project as follows:

1. How does the writer plan in making a documentary video?
2. How can the writer develop a culinary documentary video in Batam city?

The purpose of this research is to reveal and document the diverse culinary heritage, traditions, and food culture that exist in Batam City. This may include culinary history, traditional recipes, and the stories behind Batam's specialties. In addition, it can introduce the food specialties of Batam City to the wider community. This may include promoting local cuisine to tourists, or even supporting the development of local culinary businesses.

Literature Review

Research conducted by (Henrik & Deli, 2021) by researching "Designing Traditional Chinese Food Documentary Videos Using Demonstration and Interview Learning Methods" aims to introduce the story of Chinese cultural legends and the process of making traditional Chinese food. The method used is interview.

Based on the research conducted by (Carlie, 2021) by researching about "Designing Visual Rebranding On Bisnis Kuliner To Introduce Batam City di Riztour" aims to introduce or provide information is through making a rebranding video that describes the culinary business in Batam, aims to promote Batam to tourists and locals. The methods in this research are observation and interview.

Based on the research from (Junita & Silalahi, 2021) by researching "Designing Rhinoritsu Culinary Applications in Batam City" which aims to design Rhinoritsu culinary applications in Batam city. The method used is interview.

Based on the research conducted by (Risnanda et al., 2023) by researching "Documentary Film Design of Es Selendang Mayang as a Betawi Culinary Snack" shown that this research aims to design a documentary film about typical Betawi snacks entitled Es Selendang Mayang. The problem nowadays is that Es Selendang Mayang is very difficult to find, even almost forgotten by the public. The design of this documentary film is expected to reintroduce the Betawi specialty snack Es Selendang Mayang to the public while preserving the snack.

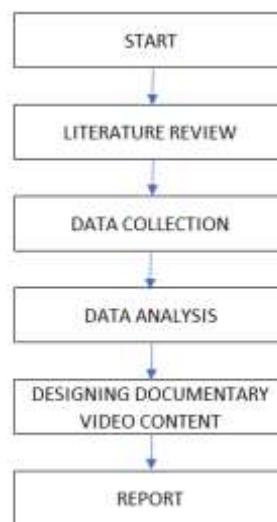
Furthermore, (Kaliye et al., 2018) by researching "Documentary Video Design of Semarang Chinatown Area" Designing a documentary video about Semarang's Chinatown area to increase the spirit of inter-ethnic tolerance and reduce the potential for discrimination in Indonesia.

Based on the research conducted by (Thasya et al., 2021) by researching "Special Purwakarta Documentary Video Design" This documentary video work is expected to convey information about tourism in Purwakarta. And trigger tourists both domestically and abroad. Introducing Purwakarta tourism to the wider community. By using digital media in the form of a documentary video that will be placed on social media, it allows the wider community to get to know more about tourism in Purwakarta. and attract their interest to visit it.

Research Methods

This research began with a detailed description of the problem that became the main focus, namely the design of a culinary documentary video. This step was not only an attempt to identify the culinary diversity of Batam city, but also to explore the underlying cultural dynamics of the community. Through a careful description of the problem, we sought to form a strong basis of understanding, creating a framework that guided the subsequent stages of the research with precision.

The approach to data collection in this study was through interviews with various members of the community, including culinary experts, local merchants and local consumers. The result of these interactions is not only raw data, but also life stories that color the culinary background of Batam city. After the interviews were completed, we systematically organized and processed the data. This involved in-depth analysis to understand the context and meaning behind each story. The interview data was then organized, designed, and creatively developed into the core of a compelling and informative narrative in the Batam city culinary documentary video. The structure of this research can be seen as follows.



Picture 1. Research Flow

Literature Review

The initial phase involves performing a thorough literature review to identify the theoretical underpinnings and reference materials that support the investigation aimed at addressing the research problem. This procedure establishes a robust foundation for analysis and serves as a substantial point of reference throughout the research endeavor.

Data Collection

This research uses the R&D (Research & Development) method and collects data with qualitative methods through interviews.

Data Analysis

The data gathered through interviews will then be analyzed and processed to sentence form to obtain a conclusion.

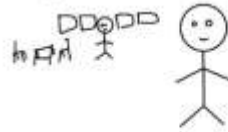
Designing Documentary Video Content

In this research while designing the documentary video content, author uses 3 stages, namely pre-production, production, and post-production.

1. Pre-production

The aim of the pre-production in general is to prepare the steps in the process of making a movie so that it can follow the concept that has been planned in advance and produce work in accordance with expectations such as making storyboard. Below are the storyboard of the documentary video.

Penjelasan kuliner kota batam

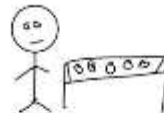


Picture 2. Storyboard (Opening)



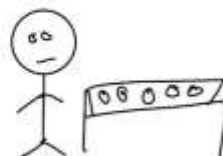
Picture 3. Storyboard (Types of foods)

Review makanan



Picture 4. Storyboard (Food Review)

Review makanan 2



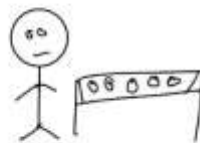
Picture 5. Storyboard (Food Review)

Review makanan 3



Picture 6. Storyboard (Food Review)

Review makanan 4



Picture 7. Storyboard (Food Review)

PENUTUPAN



Picture 8. Storyboard (Closing)

2. Production

Production is the stage the start of the shooting process based on the result of the outline, script and stodyboard from the pre-production stage therefore, at this stage this stage all team crews and actors will work as much as possible in accordance with their respective duties and obligations directed by the director to produce a work of art.

3. Post-Production

Post-production is an important stage stage in determining the work of the movie which will then will be shown to be seen by the audience. This stage will do editing and organizing clips by adding various types of clips by adding various types of effects to beautify the movie results such as visual effects, titles, images, soundtrack after the production stage is complete, then the next step will be to do editing of the video taken, rendering, and testing on the movie.

Results and Discussion

During the designing of this documentary video, the software used to edit the video is Adobe Premiere Pro CC 2022 before it was finally uploaded to Youtube.



Picture 9. Final Product (Opening)

Picture 9 showed the opening or introduction of the culinary documentary video. This introduction scene lasts for 8 seconds.



Picture 10. Final Product (Food Preview)



Picture 11. Final Product (Food Making Preview)



Picture 12. Final Product (Food Making Preview)



Picture 13. Final Product (Food Making Preview)



Picture 14. Final Product (Food Making Preview)

Picture 10-14 showed the food preview and the process of the food making. This scene lasts for 5 minutes.



Picture 15. Final Product (Food Review)



Picture 16. Final Product (Food Review)



Picture 17. Final Product (Food Review)



Picture 18. Final Product (Food Review)

Picture 15-18 showed the food tasting and review. This scene lasts for 3 minutes.



Picture 19. Final Product (Closing)

Picture 19 showed the closing of the culinary documentary video.

Conclusions

The legendary culinary places in Batam City are quite numerous, and most of these culinary places are icons of each culture brought into Batam City from various regions outside Batam City. Some of them are quite thick are Thai, Chinese, and also indigenous. The purpose of designing this video documentary itself is to preserve and introduce these legendary culinary places to the wider community, both domestic and foreign. The design of this documentary video has one main media results, namely the Video Dokumenter Kuliner Kota Batam, this video have a duration of 9:33 minutes a, with HD 1080p video quality and mp4 format.

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