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Design And Development Documentary Video of Belakang Padang Sub-district

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Abstract

With the increasing development of the technological era, Technology has become one of the aspects of interdependence in humans' lives or activities, even in Economics, Politics, Education, and even the Arts. These happen because of the efficiency, fastness, and comprehensiveness of sharing information. Sharing information digitally has become one of the most frequently used methods, especially in the application of rebranding. One of the rebranding methods is through multimedia content, such as videography, photography, and illustrations. One of the problems faced by the Belakang Padang sub-district is a lack of branding in introducing Belakang Padang itself. Therefore, a documentary video was developed that helped the Belakang Padang sub-district. Designing and developing a documentary video aims to increase the opportunities to attract tourism by providing an overview or introduction to the Belakang Padang sub-district. The result of the Documentary video was uploaded to the YouTube platform with a duration of 7 minutes and 25 seconds.

Keywords: *Documentary, Tourist, Promotion*

Introduction

Belakang Padang is one of the oldest Sub-districts of Batam City, Riau Islands Province, Indonesia, located between the border of Singapore and Indonesia. Belakang Padang Sub-district has six villages: Pemping villages, Kasu villages, Pecong villages, Terong Island villages, Sekanak Raya villages, and Tanjung Sari villages. In General, the primary source of income of Belakang Padang is Fishermen, but as time passes, Belakang Padang is starting to know due to its cuisine. The primary means of transportation in Belakang Padang are Pedicab, Pancung boat, and Pompong. Belakang Padang offers a unique blend of natural beauty, cultural heritage, and delicious cuisines that will surely captivate any traveler.



Figure 1. Belakang Padang Sub-district
Source: Tripadvisor

With the increasing development of the technological era, Technology has become one of the aspects of interdependence in humans' lives or activities, even in Economics, Politics, Education, and even the Arts [1], [2]. So, the Information System has become one of the essential elements to support community performances. One of them is building a Digital Village [3]; the term Digitalization refers to the use of technology to improve the economy and art [4]–[6]. There are central elements of the process of Digitalization, which is *rebranding* [7], [8]. There are several ways to *rebrand*, for example, by making *multimedia content*: videography, *photography*, and *illustrations*. In the tourism industry, digital technology is crucial in promoting destinations and attracting tourists [9]. Digital technology's development directly impacts management performance and determining market targets [10], [11].

One of the problems faced by netizens of the Belakang Padang sub-district is a lack of branding to introduce Belakang Padang. Therefore, in line with the community service roadmap of the Department of Computer Science, Batam International University, we, who have expertise in multimedia, plan to implement a digital village development program in Tanjung Sari village, Belakang Padang sub-district in this program, especially the design and development of documentary video introducing Belakang Padang sub-district itself.

To introduce Belakang Padang to the outer community, multimedia design and development were carried out as documentary videos [12]–[14]. The design and development of documentary videos are distributed on social media to attract the attention of those who use them. Documentaries are visual works that lead to something accurate and factual by recording an Event [15]. The content of the

created video contains a short history of Belakang Padang and also shows activities or events carried out every day by the residents of Belakang Padang. The main aim of making this video is to provide an overview or introduce Belakang Padang to the outside community through distribution (*publication*) using a web media platform in the form of YouTube.

Methods

The methods used for the development and implementation will be presented in the form of a flowchart:

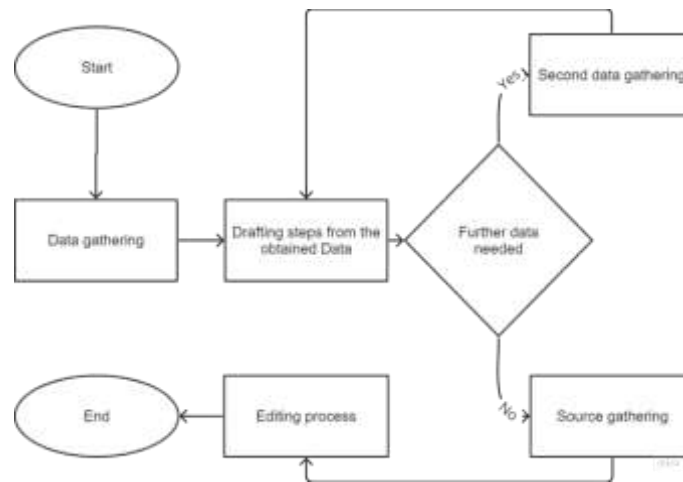


Figure 2. Flowchart

The step of implementation is divided into three stages, as follows:

Pre-Implementation

At this stage, the author made the first site visit to gather data by interviewing one of the parties in Tanjung Sari village. The purpose of this interview is to collect information about the locations that tourists from the outer island usually visit. Other than interviews, the author also surveys around the island to learn the route of the island. It not only analyses the location of the gathered information but also travels around the island to see any hidden gems worth the tourists' attention. After conducting data gathering, continue with the storyboarding process of how the video will be made. The storyboard is displayed as follows:

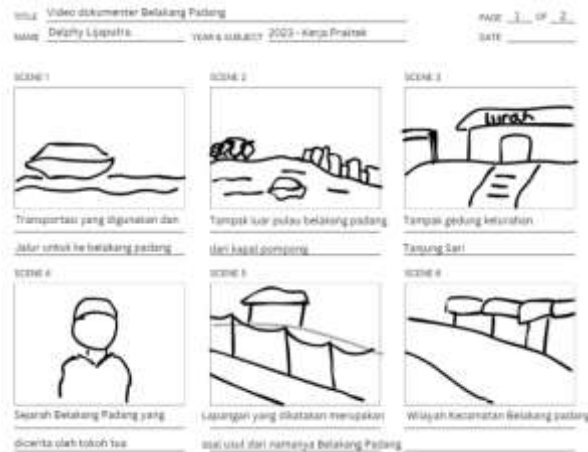


Figure 3. Storyboard part 1

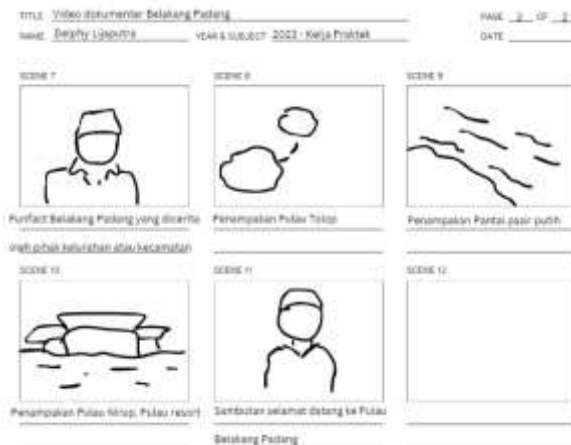


Figure 4. Storyboard part 2

1. Scene 1

This scene will display the view of the ocean from a boat. To remind people that Belakang Padang island is surrounded by water, the island can only be accessed via water with a boat, which is called *pompong*.

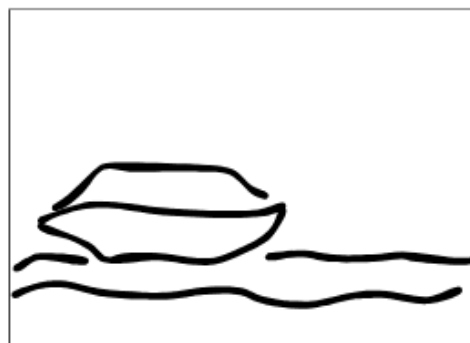


Figure 4. Storyboard scene 1

2. Scene 2

This scene will display the outer island of Belakang Padang via the sea. This will be the first view where the tourists visit Belakang Padang.



Figure 4. Storyboard scene 2

3. Scene 3

This scene will display the village head's office building, which is located near the harbor. This is the main building to go to if any locals need any administration help.



Figure 5. Storyboard scene 3

4. Scene 4

This scene will display text-entitled history storytelling brought by an old figure who has lived long enough to understand the history and the origin of Belakang Padang.



Figure 6. Storyboard scene 4

5. Scene 5

This scene will display the view of an Open field, which is claimed as the origin of the name “Belakang Padang.

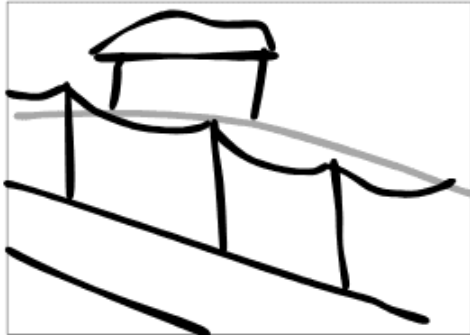


Figure 7. Storyboard scene 5

6. Scene 6

This scene will display the central area of Belakang Padang island, which has shophouses, coffee shops, and other well-known places that are known by the locals. Also, a few of the famous culinary in Belakang Padang.

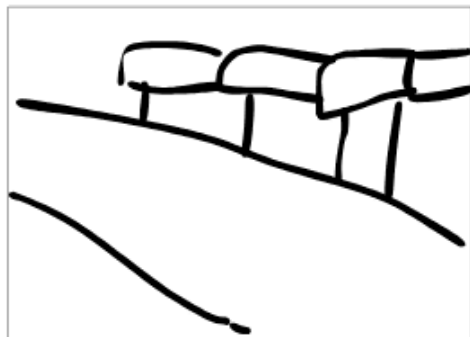


Figure 8. Storyboard scene 6

7. Scene 7

This scene will display some storytelling about the facts around Belakang Padang, for example, the economy, tradition, etc. The storytelling will be brought by one of the village’s heads or subdistrict’s heads.



Figure 9. Storyboard scene 7

8. Scene 8

This scene will display a short tour of Tolop Island, which is known as religious tourism.

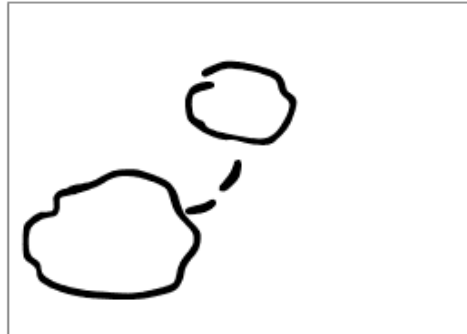


Figure 10. Storyboard scene 8

9. Scene 9

This scene will display a tour of Pasir Putih Beach, which is a beach tourism site located on Belakang Padang island.

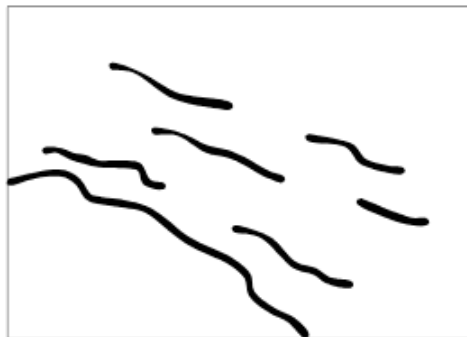


Figure 11. Storyboard scene 9

10. Scene 10

This scene will display a short view tour of Pulau Nirup, which is also known as Resort Island.



Figure 12. Storyboard scene 10

11. Scene 11

This scene will display a greeting of welcoming from a local of Belakang Padang Island, which is also the end of the video.

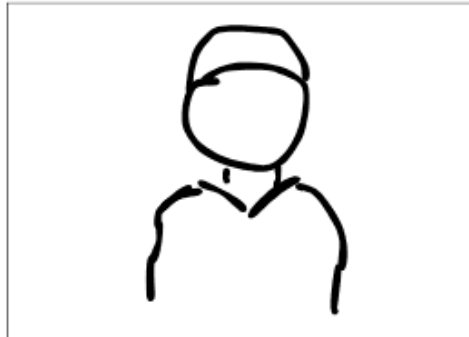


Figure 13. Storyboard scene 11

Implementation

After finishing the final draft of the storyboard, the author conducts another site visit to capture the footage that is required to make the video. The gears that were used for capturing are a Canon M50 camera with f1/4, ISO of 800-1200, a shutter speed of 1/320 – 1/100, a camera stabilizer, as well as an iPhone 12. After capturing the footage that is needed, follow up by doing the editing process of making the video using Adobe Premiere Pro, *Myriad Pro* fonts, and a few transitions and music for dynamic effects. Afterward, agree with the client when to meet and present the final result of the development.

Evaluation and Reporting

At this stage, the client and supervisor assess the implementation that has been carried out. The client can provide an assessment based on the author's performance. However, the result of the implementation hasn't been finalized. This stage is the final stage, where the user will provide input or revisions to the work on the report, and then the author will wait for the approval process from the user. The completion of the video documentary for attracting tourism to Belakang Padang island is dependent on the final stage of assessment and approval from the user.

Result and Discussion

The implementation of this project is located in Tanjung Sari village, Belakang Padang sub-district. Methods of capturing footage are using a Canon M50 camera and iPhone 12. The application for editing that is used is Adobe Premiere, with the output of video with a duration of 7 minutes and 25 seconds.



Figure 14. Clip of the video
Source: Author

The concept of the video is about explaining the details of Belakang Padang, starting from the history of “*Why it is called Belakang Padang*”_and other geometrical information and also the facts about Belakang Padang. These several facts and stories are told by two persons, Mr. Muhammand Rohman, the Village Head of Sekanat Raya, and Mr. Muhammad Ilyas, the source of Belakang Padang’s history.



Figure 15. Outer view of Belakang Padang Island
Source: Author



Figure 16. Village’s head office of Tanjung Sari
Source: Author



Figure 17. History telling by Mr. Muhammad Ilyas.
Source: Author



Figure 18. An open field that is known as the origin of Belakang Padang's name.
Source: Author



Figure 19. View of the central area of Belakang Padang Island
Source: Author



Figure 20. Facts told by Mr Muhammad Roman.
Source: Author.



Figure 21. Tolop Island, also known as religious tourism
Source: Author



Figure 22. Welcoming arch on Tolop Island
Source: Author



Figure 23. Pasir putih beach, one of the tourism located in Belakang Padang Island
Source: Author



Figure 24. Nirup Island, also known as resort island
Source: Author



Figure 25. Welcome message from Mr Muhammad Ilyas
Source: Author

The documentary video has become an important asset in rebranding and promoting tourism destinations. Through the use of captivating visuals and storytelling, this video documentary will highlight the unique attractions and

experiences that Belakang Padang island has to offer. By showcasing the natural panorama, cultural heritage, and local community involvement in sustainable tourism practices, the video documentary will effectively attract tourists to visit Belakang Padang island.

In order to support branding digital, several preparations are needed: government support and infrastructure need to be prepared and adjusted according to the population of the village, including improving internet connectivity, setting up information centers, and training local communities in digital literacy skills. Additionally, collaboration between the government, tourism stakeholders, and local communities is essential to ensure the success of digital branding.

Conclusions

This Society Service Project of *the Merdeka-Belajar Kampus Merdeka Program* is the development of a documentary video with the purpose of increasing the popularity of tourism by introducing Belakang Padang. Benefits from this activity are also the application of IS/IT to the community living in Tanjung Sari village, Belakang Padang Sub-district—design and Development of Society Service Project using the flowchart method. The output of this Society Service Project is in the form of a documentary video that contains the history, facts, and tourist places in Belakang Padang. The video has been uploaded to the YouTube platform with the final output duration of 7 minutes and 25 seconds.

The results and outcomes achieved from the Society Service Project are still undetermined. However, hopefully, this project will increase the number of tourists or people who know more about Belakang Padang.

Based on the development and implementation that has been committed, the author has recommended further programs that can continue the promotion of Belakang Padang to the outer people, for example, vlog videos. The author suggests that in addition to vlog videos, engaging social media campaigns could be instrumental in extending the outreach of Belakang Padang to a wider audience.

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