

“REVIVE OR BECOME A SITE” DOCUMENTARY VIDEO OF THE JOURNEY OF MBETEK POTTERY AS AN EDUCATIONAL MEDIA

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ABSTRACT

Malang is a city in East Java. Malang offers not only natural resources as tourist attractions, but also many others, one of which is pottery. Pottery is the art of crafting and shaping clay as desired. Pottery craftsmen who are still active in Malang reside in Pottery Village (Kampung Gerabah). There is a decline in the region's pottery production center during the crisis. In fact, many pottery businesses went bankrupt; some residents left the profession and searched for new livelihoods. But lately the craftsmen who are still active produce pottery only by order, such as small pots, souvenirs, and wall decorations.

The solution offered in this research is a documentary video to educate the audience, since the visual and audio elements of video can convey information such that it can easily be accepted by the audience. The research method used is observation, namely direct observation of the intended location and by conducting interviews with the craftsmen, which were then supported by literature studies sourced from books and journals. The process of designing this documentary video began with pre-production including concepts, storylines, storyboards, and continued with the shooting and editing production stages. The editing stage combined visual and audio elements including text, images, and backsound. Finally, post-production is the process of rendering, whereby all elements are converted into one format, a video form, so that it can be played on several media.

Keywords: Pottery, Documentary, Craft, Video, Malang

INTRODUCTION

Malang, the second largest city in East Java, is known as one of the tourist destinations in Indonesia. Not only natural resources that can be used as a tourist attraction, Malang City has many other potentials that can be offered, one of which is pottery. Pottery is the art of crafting and shaping clay as desired. It is then fired and painted in colors per the artist's imagination. There is a specialty of

Malang pottery, located in Mbetek, which is the piggy bank. Not many people know that currently, in the city of Malang, there is still a center for pottery craftsmen or an earthenware village that has existed since the 1970s in Mayjen Panjaitan Street (Mbetek), Penanggungan village, Klojen sub-district, Malang City. In the 90's, the pottery village in that area was once thriving. Dozens of residents flocked to become craftsmen and make pottery as their livelihood. There used to be around 40 pottery craftsmen, now only 14 are left. The decline in the pottery production centre of this region happened during the crisis. In fact, many pottery businesses went bankrupt, some residents left the profession and looked for new livelihoods. In addition, the decrease in the number of pottery craftsmen was caused by many students who came to further their education in Malang. Penanggungan Village is surrounded by campuses, and with the arrival of these students many changed their residences to boarding houses. Rooms that were previously filled with piles of pottery were transformed into rooms containing mattresses, cupboards, tables, and chairs. But lately the craftsmen who are still active only produce pottery by order, such as small pots, souvenirs, and wall decorations. There is a pottery museum, which is near the Penanggungan sub-district office, and there are still many people in Malang who do not know about the existence of the pottery museum. Because there is no directions pointing to the location, and no one taking care of the museum.

In the midst of the decreasing number of pottery craftsmen, the spirit of reviving the Pottery Village has emerged in the last two years. Residents and village officials regained enthusiasm to revive Kampung Gerabah and make it a new tourist destination in Malang (Fajarwati, 2017) Documentary videos present reality in various ways and are made for various purposes. However, it has to be acknowledged that documentary videos can never be separated from the purpose of disseminating information, education, and propaganda for certain people or groups. In essence, the basis for documentary videos is as real as possible. (Effendy, 2002:12). By the definition of documentary video, it is deemed suitable to educate the public, and also suitable to help restore the glory of the pottery village in Malang City, since documentaries present reality in various ways and are made for various purposes. The documentary video raises the theme of pottery, which has begun to decline. The documentary video uses an

observational style by presenting a clear point of view with no room for different interpretations because the argument is derived from the interaction between the director and the subject. The main aspect of observational documentaries is interviews, especially with the subjects, so that arguments and direct responses can be obtained from the sources. Upon identifying this problem, a documentary video entitled "Revive or become a Site" was drafted, a documentary of Mbetek pottery travel as an educational media.

RESEARCH METHOD

a. Observation

Observation is a data collection technique of making direct observations in the pottery craftsmen center in Mbetek Pottery Village, Mayjen Panjaitan Street, Penanggungan Village, Klojen District, Malang City. To see firsthand the activities of residents and pottery craftsmen who are still there.

b. Interview

Interview is a data collection technique through asking questions directly. In this study, interviews were conducted with Mr. Harianto on February 2, 2020, one of the owners in the pottery center, owner of Al Faris pottery shop on July 16, 2020, and the chairman of Mbetek pottery association Mr. Suhartoko on July 17, 2020. Therefore, the information obtained is more complete and accurate. The contents of the interview are in the form of information regarding the address of Kampung Gerabah, the origin of Kampung Gerabah, the declining pottery production problem.

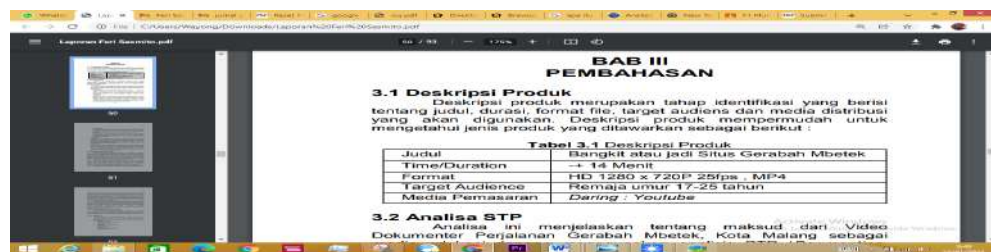
c. Literature Review

Literature review is the review of various sources such as existing video books and video journals to be used as theoretical basis. Examples of books used as references are books on guidelines for becoming a producer on February 5, 2020, on February 6, 2020 there are several books, namely on the production of TV drama programs, digital multimedia (basic theory and development), and

journals on education of immunization programs through social media at PT Bio Farma, April 30, 2020 issue of Radar Malang online newspaper.

Product Description

The product description is the identification stage containing the title, duration, file format, target audience and distribution media to be used. Product description makes it easier to identify the type of product offered, as follows:



Title	Revive or become a Mbetek Pottery Site
Time/ duration	+ 14 minutes
Format	HD 1280 x 720P 25fps, MP4
Target Audience	Young adult aged 17-25
Distribution media	Online: Youtube

Table 1 Product Description
Source: Author's documentation

STP Analysis

This analysis explains the purpose of the Documentary Video on Mbetek Pottery Travel in Malang as an educational media through STP (Segmenting, Targeting, Positioning) analysis.

- Segmentation is the process of dividing the market of a certain product or service into several segments with similarities in interest, purchasing power, geography, purchasing behavior or lifestyle.
- The demography of this video is intended for those aged 17-25 years old. The target audience is indirectly affected to participate in preserving the pottery

craft through learning how to make pottery and becoming aware of the existence of pottery art.

- c. Media geography of this documentary is distributed using the internet media, which is Youtube. Thus, this video can be accessed by everyone in all countries. However, to segment based on the region that is intended to be reached is specifically for Indonesian local citizens in the Malang area through website link 34 3.
- d. Psychographics segmentation based on the lifestyle of the target audience is for those less interested in continuing the pottery craft. Because this documentary video provides a historical background of the origin of Mbetek pottery.
- e. Behavior segmentation is grouping the target audience based on their behavior, whereby there are still many teenagers who do not know about pottery and want to preserve pottery in Mbetek.
- b. Targeting: the main target of this documentary video is the general public aged 17-25 years, to increase public interest and awareness, especially around the Penanggungan Pottery Village (Mbetek). Hence, the area can develop and increase productivity, while also preserving the art of pottery.
- f. The positioning of the documentary film is to focus on a tourism site full of history and art in the city of Malang, but the general public, especially the younger generation, do not know much about Mbetek pottery art. It is also educational and persuasive and intended to invite the audience to participate in preserving pottery.

Design Concept

Mbetek pottery art is located on Majen Panjaitan Street, Penanggungan Village, Klojen District, Malang City. Due to the next generation's lack of interest in maintaining the heritage, namely pottery crafts, and also due to the shrinking number of pottery craftsmen as a result of a large number of craftsmen and successors preferring to produce goods that are instantaneous. Also, in situations such as during the pandemic, the craftsmen and pottery sellers experienced a drastic decline. With these problems, a documentary film entitled Revive or become Mbetek Pottery Site was conceptualized, with approximately 15 minutes in

duration in HD 1280x720P, mp4 format. The target audience is young adults aged 17-25 years. Distribution media used is the internet, namely Youtube. This type of documentary film is very suitable for archiving, since documentary is a form of film that represents reality, namely re-presenting facts that exist in life. The type of documentary selected is observational type. The application of the observational style is through interviews, especially with the subjects, so that arguments and direct responses can be obtained from the sources. This documentary video aims to educate the target audience about the origins of pottery and also factors causing decrease in interest in continuing pottery, so that the younger generation can preserve pottery in the Penanggungan Pottery Village (Mbetek). The documentary is designed to use daily Javanese language spoken by the speakers, because the speakers are more comfortable speaking in Javanese. Because this documentary video is in Javanese, subtitles are made for audiences/viewers who don't understand Javanese. The camera used to shoot the documentary is mirrorless, LEDs used for the lighting. Adobe Premiere pro cc 2015 is used for video editing and mastering.

Synopsis

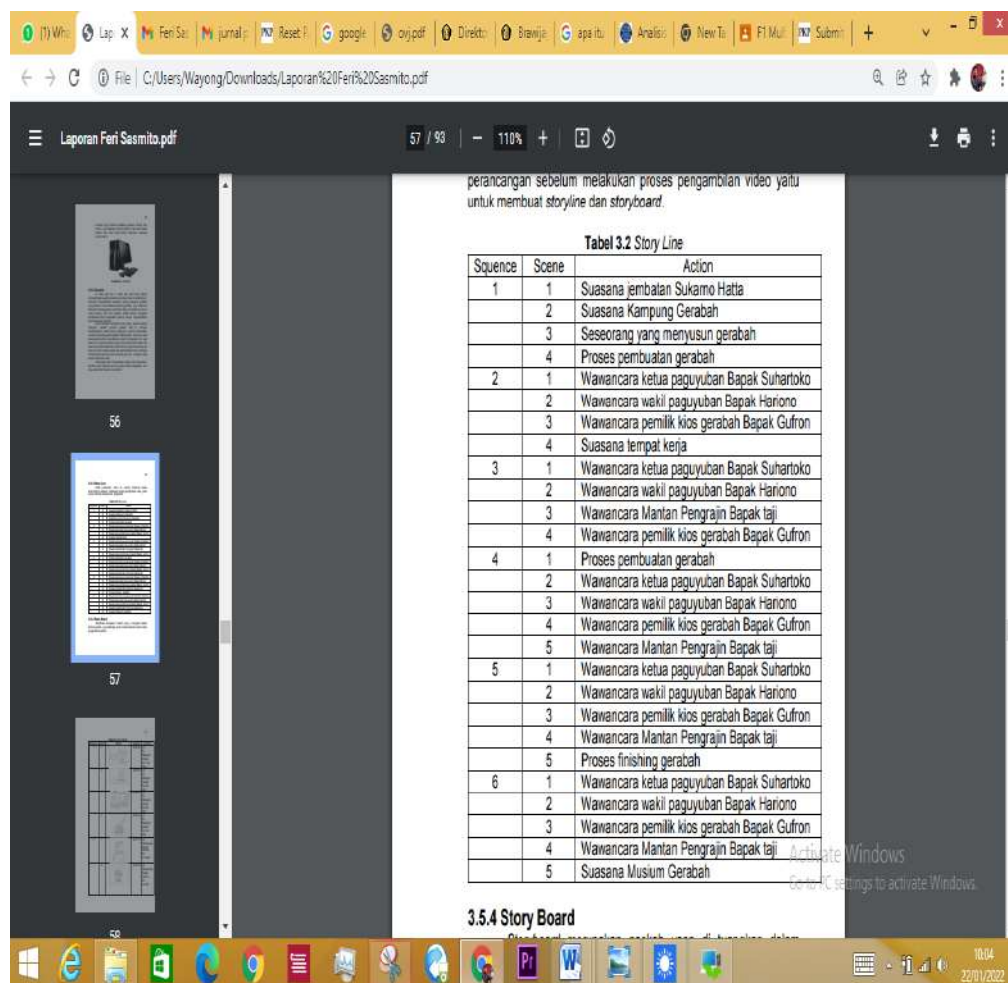
One morning in one corner of the city of Malang, the crowded atmosphere of the Sukarno Hatta bridge in Malang is shown, before showing someone arranging pottery in Mbetek village (pottery village) located in Penanggungan Village, Klojen District, Malang. There is a narrative about the origin of Mbetek pottery that leads to a discussion of pottery making technique. Technique of making pottery is shown.

Focus starts to change to discussing the pattern of pottery design, then to the current problem of pottery production. Finishing process of pottery making is shown. The sources begin with the head of the Mbetek pottery association, Mr. Suhartoko, the vice head, Mr. Hariono, then the owner of the pottery shop Faris, as well as Mr. Taji, one of the pottery craftsmen who had changed professions because the pottery enthusiasts have decreased and people now prefers plastic items that is more durable. Hence, the next generation of production leans more towards easier or instant things. At the end, it shows the hopes of the speakers,

especially for the next generation, to preserve the art of pottery crafts so that the craft can endure.

Storyline

In making this video, the author drafted a design before the shooting process, which is the process of making storylines and storyboards.



Sequence	Scene	Action
1	1	Atmosphere of Sukarno Hatta bridge
	2	Atmosphere of pottery village
	3	A person arranging pottery
2	1	Interview with head of association Mr. Suhartoko
	2	Interview with vice head of association Mr. Hariono

	3	Interview with owner of pottery kiosk Mr. Gufron
	4	Workplace atmosphere
3	1	Interview with head of association Mr. Suhartoko
	2	Interview with vice head of association Mr. Hariono
	3	Interview with ex-craftsman Mr. Taiji
	4	Interview with owner of pottery kiosk Mr. Gufron
4	1	Process of pottery making
	2	Interview with head of association Mr. Suhartoko
	3	Interview with vice head of association Mr. Hariono
	4	Interview with owner of pottery kiosk Mr. Gufron
5	1	Interview with head of association Mr. Suhartoko
	2	Interview with vice head of association Mr. Hariono
	3	Interview with owner of pottery kiosk Mr. Gufron
	4	Interview with ex-craftsman Mr. Taiji
	5	Pottery finishing process
6	1	Interview with head of association Mr. Suhartoko
	2	Interview with vice head of association Mr. Hariono
	3	Interview with owner of pottery kiosk Mr. Gufron
	4	Interview with ex-craftsman Mr. Taiji
	5	Atmosphere of pottery museum

Table 2 Storyline
Source: Author's documentation

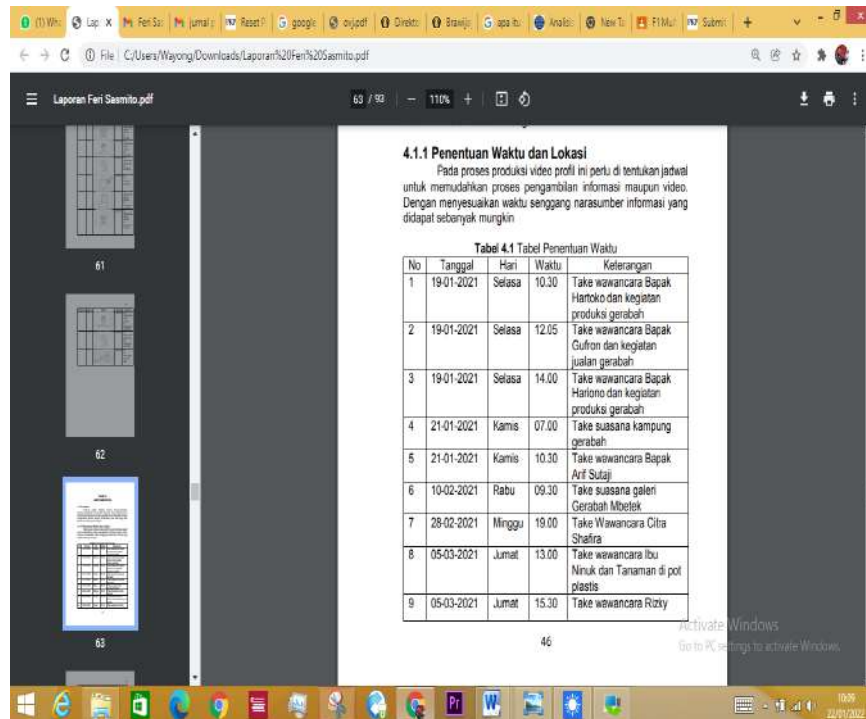
Production

Production is the stage where you visualize the storyline, storyboard, and script. It is the time to enter the stage of the production process where all the concepts that have been drafted are visualized by taking pictures and determining the type of shoot to be taken in a scene.

Setting Time and Location

In the process of producing this profile video, it is necessary to set a schedule to facilitate the process of collecting information and videos. By adjusting to the free time of the informant, the information obtained is as much as possible.

Feri Sasmito Aji, Nicholaus Wayong Kabelen
“REVIVE OR BECOME A SITE” DOCUMENTARY VIDEO OF
THE JOURNEY OF MBETEK POTTERY AS AN EDUCATIONAL MEDIA







No.	Date	Day	Time	Notes
1	19-01-2021	Tuesday	10.30	Shooting of interview with Mr. Hartoko and pottery production activity
2	19-01-2021	Tuesday	12.05	Shooting of interview with Mr. Hariono and pottery selling activity
3	19-01-2021	Tuesday	14.00	Shooting of interview with Mr. Hariono and pottery production activity
4	21-01-2021	Thursday	07.00	Shooting of pottery village atmosphere
5	21-01-2021	Thursday	10.30	Shooting of interview with Mr. Arif Sutaji
6	10-02-2021	Wednesday	09.30	Shooting of Mbetek Pottery Gallery
7	28-02-2021	Sunday	19.00	Shooting of interview with Citra Shafira
8	05-03-2021	Friday	13.00	Shooting of interview Mrs. Ninuk and plants in plastic pots
9	05-03-2021	Friday	15.30	Shooting of interview with Rizky

Table 3 Production Schedule
Source: Author's documentation

There are 9 locations selected for the shooting of this documentary film, namely Mr. Hartoko's house, Mr. Gufron's house, Mr. Hariono's pottery production site,

Betek's pottery gallery, Mr. Taji's house, Mrs. Ninuk's house, Mr. Hariono's house, Rizky's house, and Maulidan Zein's clothes shop.

Table 4 Location Setting Table

No	Photo	Date	Notes
1		19-01-2021	Mr. Hartoko's House Explaining the difference between pottery and ceramic
2		19-01-2021	Mr. Gufron's House Explaining currently still existing pottery shop
3		19-01-2021	Mr. Hariono explaining the origin of pottery
No	Photo	Date	Notes
4		19-01-2021	Mr. Arif Sutaji explaining about the expert




Feri Sasmito Aji, Nicholaus Wayong Kabelen
“REVIVE OR BECOME A SITE” DOCUMENTARY VIDEO OF
THE JOURNEY OF MBETEK POTTERY AS AN EDUCATIONAL MEDIA

5		10-02-2021	Atmosphere of Pottery Gallery
6		28-02-2021	Citra Shafira explaining about continuing the family business
7		05-03-2021	Ibu Ninuk explaining about pottery and plastic pot
No	Photo	Date	Notes
8		05-03-2021	Risky explaining about the younger generation not knowing about pottery
9		05-03-2021	Maulidan Zein explaining the solution to develop pottery

Shooting Process

To adjust to the situation and condition, the shooting angle needs to be carefully considered.

Table 5 Shooting Angle Table

No	Photo	Notes
1		Close Up to capture the detail of an object
2		Medium Shot used for interviews
3		Long Shot used to capture footage of a location's atmosphere

Evaluation

To find out whether or not the delivery of the message contained in this documentary video is successful, evaluation is needed. Evaluation is done by distributing a questionnaire containing several questions given to the respondents in accordance with the target audience. Respondents will watch the documentary video first before filling out the questionnaire.

Table 6 Questionnaire Table

No	Question
1	Is the visual presented in the documentary video interesting?
2	Is the content of the video sufficiently delivered?
3	Is the information contained in the video sufficiently delivered?
4	After watching the video, are you interested in learning about pottery?
5	Is this documentary video suitable to be used as educational media for people to share about the existence of pottery craft in Malang?

Table 7 Questionnaire table

No	Name	Age	Domicile	Occupation
1	Imam Rizal Efendi	23	Malang	Freelance
2	Maulidan zein	17	Malang	School
3	Veranda Twiggi Claudia	24	Malang	Employee
4	Lindy Mustikasari	22	Malang	Teacher
5	Siti Arfiyah	22	Situbondo	Teacher
6	Hidayah Oktabrianti	23	Malang	-
7	Yesaya Novianto Agan	23	Malang	Teacher
8	Della Rahma Fadilla	21	Malang	University Student
9	Olla Srisafitri	23	Malang	Entrepreneur
10	Putri Wiji Utami	23	Bangil	Online Shop
11	Sauhimmah	21	Malang	University Student
12	Adelia Silvi Lina	22	Malang	University Student
13	Elvinna V	23	Malang	-
14	Ovi Febrianda Putri	23	Malang	Employee
15	Arum Dwi Gustarani	22	Malang	-
16	Aisyah Maharani	22	Malang	-
17	Ari Bayu Prasetyo	24	Malang	Employee
18	Levina Arista Devin	22	Malang	Entrepreneur
19	Diana Leorika	22	Blitar	Freelance
20	Shinta Nuriyah bella	20	Lamongan	-
21	Galang Adhi Saputra	23	Malang	Designer
22	Uswatun Arfia	20	Malang	Employee
23	Candra Tri Subakti	24	Malang	Civil servant
24	Ratna Sari	23	Malang	University Student
25	Islah Asyraf Diari	23	Malang	University Student
26	Silvia Nurafidatul Magfiroh	22	Malang	Entrepreneur
27	Agung Bayu T	25	Malang	Swasta
28	Burhanudin Dwi N	23	Batu	University Student
29	Fatha Mufidatul	23	Malang	University Student
30	Aziz wahyu	23	Malang	University Student
31	Ivi Arini	23	Malang	Karyawan Swasta
32	Fransiska Irene Dian	22	Malang	University Student

Data from respondents in table 4.5 show various responses from the 32

respondents. Majority agree and understand the content of the documentary video “Revive or become a Pottery Site” gives a clear illustration and information that are easy to understand, therefore, this documentary is suitable or effective to be used as educational media.

According to most responses from respondents, this documentary video has a structured storyline, starting with craftsmen all the way to community’s responses to pottery crafts in Malang. The explanations of the sources are easy to understand, with the addition of subtitles. 47% of respondents want to learn to make pottery, but what should be noted is how to keep this video interesting and not boring by optimizing the duration of the video, so that it is not too long, and adding several sources who are experts in their fields.

This questionnaire is created using Google Form that is distributed and therefore the respondents’ answers are automatically recorded in the Google Form, which is then subsequently presented in the form of diagram. The following is the result of answers from the respondents displayed in diagram according to the questions.

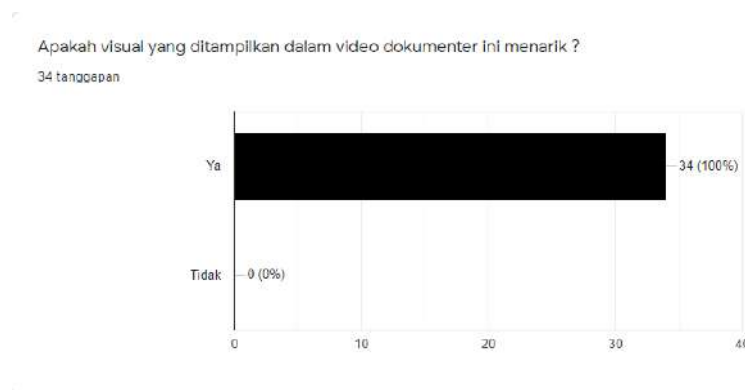


Figure 4.16 Diagram of Answer 1
(Source: Google Form)

Apakah isi video sudah tersampaikan dengan baik ?

34 tanggapan

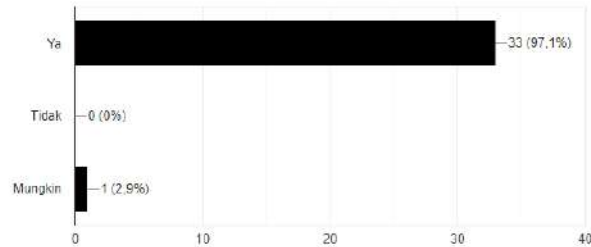


Figure 4.17 Diagram of Answer 2
(Source: Google Form)

Apakah informasi yang terkandung dalam video ini sudah tersampaikan dengan baik ?

34 tanggapan

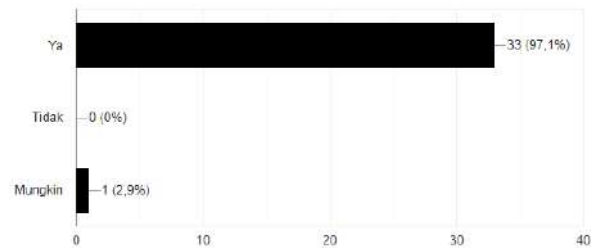


Figure 4.18 Diagram of Answer 3
(Source: Google Form)

Apakah setelah melihat video ini anda ingin belajar tentang gerabah ?

34 tanggapan

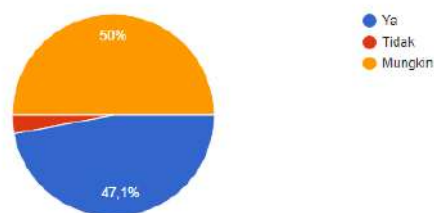


Figure 4.19 Diagram of Answer 4
(Source: Google Form)

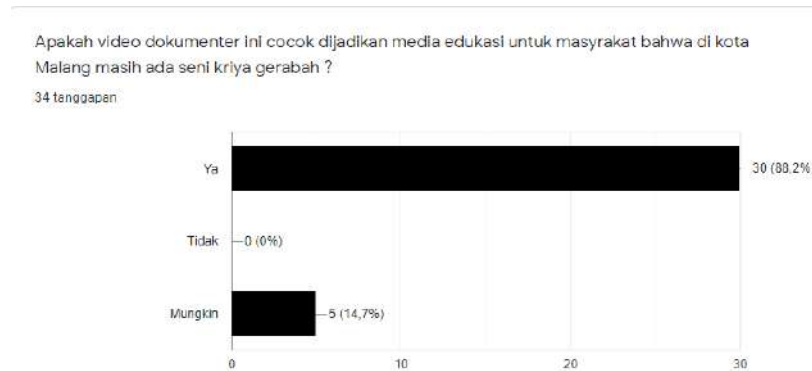


Figure 4.20 Diagram of Answer 5
(Source: Google Form)

CONCLUSION

Based on the results of the study, the authors draw the following conclusions: This documentary video was made with the aim of introducing the city of Malang having its own pottery craft and as media to educate the public. It is evident from the questionnaires distributed that the video contains educational elements that are very beneficial for all generations. Thus, every generation understands that making products from pottery is not easy and requires accuracy and creativity. It is also proven to be informative, that pottery is one of the industries in Malang that is almost extinct; this documentary video can inform the public or residents of Malang that pottery industry still exists until today.

The making of this documentary video requires a long process and the stages are not easy. This documentary video must be able to convey the message contained, so that it is easily received by the public. This documentary video was made and published on social media and is doing well, as seen from the answers from several respondents regarding the randomly distributed questionnaire. The respondents were able to understand the content of the message contained in the documentary video, judging by the answers to the questionnaire. The overall results of the questionnaire is positive. Therefore, it can be concluded that the Mbetek pottery “Revive or Become a Site” documentary video is effective and interesting and can be accepted by the target audience of young adults aged 17-25 years.

Suggestions

An understanding of documentary video production, good concepts, video documentary references, solid crew, adequate equipment and mastery of the software used are required. In taking pictures, careful preparation is needed, the composition of the picture must also be considered because the composition determines whether or not the visuals in a video are good. It is also important to prepare some equipment to facilitate the shooting process. One of them is competent sources that can give detailed explanation and reflecting on the questionnaire distributed via google form, the authors note that in terms of duration information can be added such as the selling location and the name of the pottery craft shop. Adding media of distribution can also be considered so that the reach can be wider by trying other platforms such as Instagram and Facebook.

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