

DESIGNING A SHORT FILM “FOOD HUNTERS” AS ONE OF MEDIA PROMOTION PALEMBANG CULINARY TOURISM

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ABSTRACT: In Palembang, there are few people promoting culinary through the film as promotion media. Whereas culinary in Palembang is very potential to be known by tourists. The purpose of this research was to know how to design a short film as one of media to promote Palembang Tourism Culinary. Through film as media, viewers can see repeatedly for a long period of time. So when they come to Palembang, they will remember the foods in the film and start trying them. The writers used Research and Development method to conduct this research. To collect the data, the writers used interview and observation techniques and analyzed the data through validation instrument done by experts. The result of this research was film could be used as one of media to promote culinary tourism in Palembang. Moreover, the short film was uploaded to YouTube in order to see the responses from people or viewers of Palembang Culinary.

Keywords: Designing a short film, media promotion, Palembang culinary

The development of time have made a big impact on the world of tourism. It can be seen that everyone has their own business and activities, resulting in a sense of tension and boredom. When people have free time or leisure, they will use it well and be useful in accordance with what they want. To restore clarity of mind, people need to get new inspiration, fun and freshness that is people goal when they feel bored, tired, and tense after doing the activities. One of the activities they can do to fill out and get what they want is by traveling.

As it is known, Indonesia has so many tourist attractions started from beautiful nature, strong culture, religious diversity and also a very diverse culinary taste in every region in this country. From one city to another city offers a tourist attraction that has its own uniqueness. Actually, many tourists from abroad come to Indonesia usually to learn culture, to know history and let alone to taste food from a region.

One of the tourism that is highly developed is a culinary tourism. Culinary connoisseurs are sometimes willing to spend money to go to a region just to taste the typical food in tourist destinations. Tourists travel all over the world to seek different types of cuisine and create memorable experiences through them (Hall & Sharples, 2003; Bessiere, 1998). Besides, Vice President for F & B Operations Asia Pacific Hilton Worldwide, Markus Schueller in Press conference in Kompas.com on February, 2nd 2014 once said that culinary typical of a country or city can clearly determine where the tourists choose to spend vacation. So that tourists nowadays not only traveling or visiting tourism but also wanting to taste some typical food in a region that are visited.

One of cities in Indonesia that has many tourism culinaries is Palembang. Palembang culinaries are vary such as pempek, model, laksan, burgo, ragit and many others. Starr et al. (2003) suggests that local foods may have several advantages. Besides the taste of the foods are different. Palembang culinaries are also sought by tourists. Even one of the typical foods of Palembang, namely Pempek is managed to become the third champion of the most popular traditional dishes in Anugerah Pesona Indonesia Award in 2016.

The government of Palembang so far has made efforts in promoting tourism in Palembang especially in the culinary sector such as culinary festivals, fairs, exhibitions and other culinary events. But it is only temporary. People have no memory of it. They just enjoy the show for a while and not long term. Besides, according to I Gede Pitana as

Deputy Development of International Tourism Marketing of Tourism Ministry of the Republic of Indonesia in ForNews.Co February, 11th 2017, "South Sumatra has a lot of potential in tourism but its promotion is lacking. South Sumatra has a lot of things that do not for sell so the outsiders do not know. "

Nowadays, people often use many ways to promote for example through audio visual such as video and film. Based on Sumiati & Asra (2007, p.5) audio visual media is a media that can be viewed at once can be heard, such as sound movies, video, television, and sound slides. Actually, there are some information that people get from audio visual. From audio visual also can introduce a city as media promotion. A city can be known by many people by promoting from audio visual.

Today, people can use film as media in order to promote their cities. Since film has its own magnetic power for its audience. Lots of places where shooting a film can become a new destination. From watching one film, it can also make people interested in tasting food same like in the film. According to Viva.co.id Monday, December 7th 2016, some of the famous films are made on locations of new tourist attraction.

Macionis (2004) says that the film's role can be tracked as an information source (or pull factor) and consequently influence the tourist motivation (as a push factor) and the decision to travel to a destination. While Beeton (2005) suggests that film tourists visit locations to view the scenery, enjoy an activity, relive an experience (as encountered on film), or to obtain an element of celebrity status through being associated with the location.

For example Laskar Pelangi Film one of the best films in Indonesia that took in Belitung Island to be its shooting place. In addition to be inspiring, this film also explores that island now become favorite destinations for domestics and international tourists. The other example is Let's Eat film from South Korea that got success to make viewers interested in visiting South Korea to taste the food eaten by the actors and actresses in the film.

Based on Whanau (2011, p.1) film is as an art of audio-visual storytelling, film is a medium of communication rich with social implications, created within different social, historical and cultural contexts. Javandalasta (2011, p.1) film is a series of moving images form a story or can also be called film or video. In Palembang, there are few people promoting culinaries through the film as promotion media. Whereas culinary in Palembang is very potential to be known by tourists. Through film media, viewers can see repeatedly for a long period of time. So when they come to Palembang they will remember the foods in the film and start to try them.

The problem of this research is formulated : How to design short film as media promotion of Palembang Tourism Culinary ? the main purpose of this research is to promote Palembang Tourism Culinary through film.

METHODOLOGY

In this research, the writers used Research and Development (R&D) modified by Sukmadinata (2005). According to her, there are three steps in research and development, they are: (1) Preliminary Study, (2) Model Development and (3) Final Product and Testing and Dissemination.

First step was preliminary study. In this step the writers read some books about theory of filming, how to promote something and saw some videos about how to make a good film. Then, the writers conduct model development step. In this second step, the writers did observation of places that suitable to be the shooting location and it depends on the story of film. The writers observed some places that sell an original Palembang Culinary related to story and content of the film. From the observation was conducted by the writers, the writers found that English Department at State Polytechnic of Sriwijaya,

Lorong Basah Night Culinary Market, Terapung Restaurant, Benteng Kuto Besak backyard and Pempek 26 Ilir Village were suitable as places to conduct the shooting.

After that, the writers started looking for talent to be an Actors and Actress in this film. There were actors and actress available to conduct shooting of this film, named Singgih Rapianto as Iqbal, Putri Rahmadani as Rani and Fikri Surya as Lecturer. The writers also make and formed of crews to help making the short film. There were consist of five members. There will be two cameramen, script writer, lighter and editor for this short film. After that, the writers with crews and talent conduct the shooting and took about five days to make the film. After shooting, the writers also did editing help by editor. The writers used Filmora Video Editor for editing the scene of the film. After the film done by the writers, the writers did experts analyzing. The writers interviewed nine experts related to the research.

The data of the observation and interview would be input into the outline to design short film as media promotion of Palembang tourism culinary and as reference to support the data of the research. In third step there was Final Product step. This is final step of this research conducted by the writers. After the writers interviewed some experts and did some revisions in order to make the film better, the writers uploaded the short film to YouTube. In this step the writers can see the response by viewers that watched this short film.

FINDING AND DISCUSSIONS

In this research, the writers do validation instrument by interviewed nine experts. The findings were : (1) In making script of this film there were some the selection, merging and connecting of words that inappropriate and should change. This commented by Ms. Nisa and Mr. Ramadhoni as expert in script of film, (2) The back sounds of film no need the maximal volume, because it can be influence to the story of film and the writers should introduce the main character and the supporting character started in the beginning of the story. This statement commented by Mr. Putra as expert in film, (3) The script in Bahasa script version, the writers should consistent to use Indonesia or region language. In English script version, the writers should choose the right word to the conversation to make the international viewers understand what the film massage that want to be delivered, commented by Mr. Wahyudi as expert in video editing. (4) From the dialogue of the script, in the conversation using Indonesia language it should be naturally and not too rigid. But in English script version, the writers should added some additional word to connect one to the other with good grammar, commented by Mr. Diemroh and Mrs. Wulandari as an expert in linguistics. (5) In editing the video or film, we should added some additional transition to connect one video to another and the writers should change the effect because there were some parts of film was not necessary to give them effect, the statement by Mrs. Nugroho as an expert in film maker. (6) Mr. Dwi and Mr. Buntoro comment were in promoting tourism side, to make viewers feels the film, the writers should added the slow motion and supporting backsound. After revising all the improrer parts of the product based on experts' comments and suggestions, the final product was uploaded on youtube as the final of the result. The final product published on Fadhilah Khairani youtube chanel entitled "FOOD HUNTERS | SHORT FILM".

Through this research, the writers considers that tourism culinary in Palembang still less of promotion. The reason why the writers propose this research to promote and to make viewers interested in coming to Palembang city especially to taste the traditional food in this city through film. The other reasons of making short film were because the lack of media in promoting tourism culinary of Palembang. While shooting process, there were some difficulties for example we should prepare some crews that available to do their

job, the writers need extra budget to make the film process and also the permissions to conduct shooting in places chosen as shooting location. Lastly, by uploading the short film to YouTube, responses from viewers were quite good and can represent enough of Palembang tourism culinary.

CONCLUSION

The writers conclude that designing short film can be as one of media promotion of tourism culinary in Palembang. The main steps of how to design a film are preliminary study, model development, and final product testing and dissemination. By watching the short film, viewers not only enjoy the story but also know the tourism culinary in Palembang. So, viewers can get the lessons from the story and also have some information about tourism places and tourism culinary. As suggestions, for other researchers who want to conduct the similar research, there are some points to be concerned in designing a short film such as time production, team editor and crew, budget and permission of using the shooting location.

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