

Producer's Role in Production Management of The Short Film “Piknik Panik”

Danang Prasetyo*, Fajar Junaedi

Department of Communication, Universitas Muhammadiyah Yogyakarta, 55183, Indonesia

*Corresponding author's email: danang.p.isip17@mail.umy.ac.id

ABSTRACT

Keywords

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Filmmaking requires careful preparation and planning led by a producer. The producer's role is very important because it manages all activities from pre-production, and production, till post-production. The Piknik Panik film is a short fiction film produced by Umar Al Jufri who criticizes the existence of tour brokers in the community. Piknik Panik film has won the Best Acffest Movie Award Category Shot Fiction 2021. This research is a qualitative descriptive study with in-depth interviews and document studies in data collection. The results of the research show that the stages carried out by producers during pre-production include assembling a team, making a breakdown of scripts, making schedules, designing budgets, and managing actors. At the production stage, the producer performs his duties in terms of monitoring, controlling, and solving problems. The post-production stage is preparing editing needs, making timelines, reports, and film distribution. With the analysis that has been done, the role of the producer in the film Piknik Panik. There is a stage that is adjusted to the needs and conditions of production, namely the rehearsal process is eliminated because the producer maximizes scene blocking, tempo, and gestures during reading.

1. Introduction

The known film with picture life or photo move which is a series of still images that when displayed on the screen will create an illusion of picture move. Whereas according to Pratista, a film is formed of two elements, this is element narrative and elements cinematic (Himawan, 2018). Filmmaking requires preparation and careful planning led by a producer. The producer role is leader-regulated production whole activity implementation from pre-production, production until post-production. producer expected their ability to manage finance, raise funds, and unite the number of people acting as film crew (Latief & Utud, 2017). Because the role producer is very important in method lead the way of planing film production.

Piknik Panik is a short film fiction directed by Abdul Alim Musyafa and produced by Umar Al Jufri. this movie tells about a man named Hanip (32) followed his wife, Eneng (31) is the middle one pregnant for eight months and " craving " to go to the beach during the PPKM period. this movie criticizes the existence of tour brokers and illegal levies in the community. with time brief and also the condition of the Covid-19 pandemic, this film gets achievement of Best ACFFEST Movie Award Category Shot Fiction 2021, and Best Film 1 at the 2021 Jambi Film Festival.

Previous research show that creating quality films need exists coordination in the management process with the crew to could work same optimally. The producer role embodied corresponds with the standard operational procedure producer and aspect management production consisting on planning, production, control, and delivery something production. The third study is limitation problems in terms of budget and limitations crew. Also research explains step management production in a manner general (Hasbi, 2018) (Wahyuni, 2018) (Sarungallo, 2018). This research is different with earlier studies because this study focuses on roles and tasks producers who are limited by budget, quantity crew, and conditions pandemic. Based on the explanation the short film Piknik Panik

becomes interesting for research focus on the role of producers in operating their job with limitations in time, funds, and conditions pandemic.

2. Method

The research method is descriptive qualitative. This study attaches the importance meaning of data and is not determined by the quantity. Research that does understanding explores each individual or group of people from a problem social field (Harahap, 2020). Data collection techniques with interviews and studies documents. The interview was carried out by the informant Umar Al Jufri, Piknik Panik film producer. FAQs filed to the informant related to stage three of film production are pre-production, production, and post-production without discussing Thing creative. The interview process with using the interview draft, where researchers and informants involved in life relatively old social Data mining through data that has been arranged but also can explore complete data complete and clear. The interview focused on tasks carried out by Umar during the process of making films and determine the role of what just have to conduct film producer.

Whereas documentation was taken from gathering notes, photos, writings, or pictures from MM Kine Club as house production of this film. this technique is useful for complementing and supporting the data so that the data obtained the more strong (Sugiyono & Lestari, 2021). The process of data analysis using the technique of data reduction is used to analyze results data findings and results research. data that has been collected origin from an interview with Umar and documentation from MM Kine Club then summarized and selected. Selection process this to find Thing the main things and focus on the important things and corresponding with role data category short film producer Piknik Panik. This process is called activity data reduction. Data collection and data reduction are interrelated related. Even said that this process no go on the very course, this process is conducted in a manner Keep going continuously During the study going on until finding results strong research. Research results then will pull a conclusion (Rijali, 2018).

3. Result and Discussion

The process of making the film Piknik Panik goes through three stages, namely pre-production, production, and post-production. The producer's role in the pre-production stage is to arrange the production team. Umar was a resource in compiling the team by looking at the needs and experience before. In addition, Umar added job desk Grip because looks script of the film Piknik Panik. In the script Breakdown, Umar considered himself all aspects need from the department. Script breakdown this Umar used for arranging budget so you can correspond with need. This breakdown script is handled by the assistant director to coordinate with another department so easier in the process of taking a picture. An important process in pre-production is determining the cost of production. As a film delegate from UMY, the film Piknik Panik received cost production from LPKA of 10 million. Whereas in selecting crew, Umar is more flexible in choosing team production because of the crew taken from MM Kine. underlying from interests and backgrounds behind every member as well as could be trusted for taking a job desk. Regarding the timeline, Umar explained the main duty of a producer is create a timeline or shooting schedule. So that he arrange one-month pre-production, two days of shooting, and two weeks for post-production. In the film Piknik Panik the casting process was abolished because Umar tends to select existing talent never shot at MM Kine before. Umar selected a number of prospective actors provided by the talent coordinator. Candidate for the actors was submitted to the director for selection. The selection this based on the character breakdown that has been made. The final stage from pre-production is preparing the needed for production. The production needs it is location, equipment, logistics, accommodation, transportation, and others.

In stages production, Umar as producer supervises the way production is corresponding with what was planned before. Besides that, he does control and resolution problems that arise when day taking picture going on.

The final stage is Step post-production. In post-production, Umar prepared editing needs in the form of a laptop mouse, speakers, accommodation, and consumption. Regarding the schedule or schedule, Umar put it together on a big timeline to make it more easily understood by all crew. As shape responsible answer use of funds from campus, then Umar as producer makes a report. The report is an accumulation of the realization of funds that have been given. this movie lift close issue with the

environment around, however seldom discussed that Thing is one shape action corruption. Umar as the producer of the film *Piknik Panik* will Keep going distributing the movie because is not quite enough responsibilities and roles producer on stage post-production.

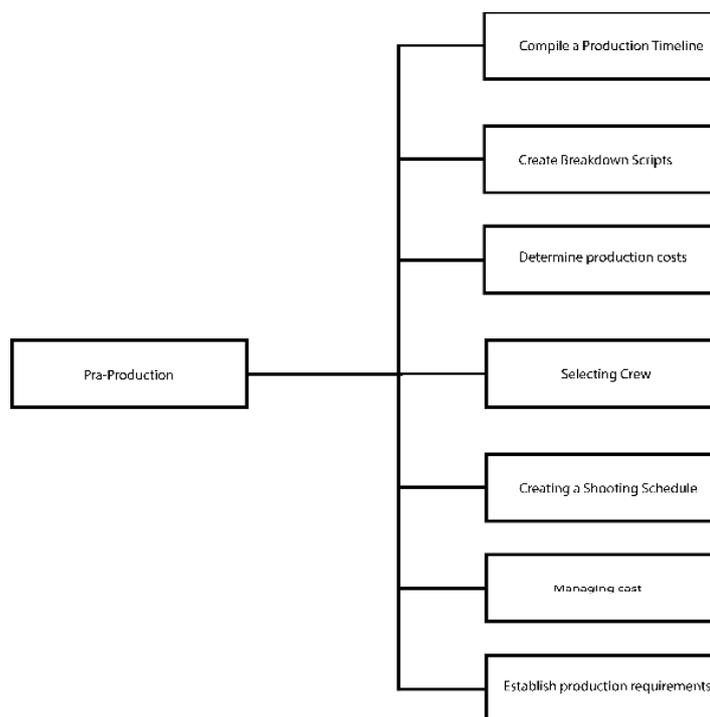


Fig. 1. Producer Role Chart In Pre *Piknik Panik* Film Production

The chart above explains Step by steps taken by the producer during the production process. A crew or working team in reliable filmmaking is a person who can work with creativity and innovation although is under pressure and keep a sense of humor (Saroengallo, 2008).). Then get its core team in this film including the Producer, Line Producer, Director, Assistant Director, Director of Photography, Gaffer, Art Director, Sound, and Editor Offline.

The breakdown script is a sheet containing information on every scene in the script. All shooting needs in each scene are parsed in one breakdown script sheet. The information inside it loads location, set, scene number, day/night, description scenes, cast, wardrobe, extras, make up/hairdo, vehicles/animals, props, sound effects, special equipment, and descriptions other (B Hardoyo, 2020). The interview results with Umar the film producer *Piknik Panik* showed that script breakdown is very helpful to producer in researching production needs and quantity of the required budget. Apart from that, the script breakdown also helps the assistant director to remind each department of their need so the process of taking picture walk with good coordination.

Whereas to drafting the budget, according to researchers drafting the budget more leads to Financial Oriented, which could see in drafting the budget used perceived tools enough for producing this film (Rikarno, 2019). So from that corresponding with the results of interviews and data presentation above seen that Umar as a producer attempted to look for ways and solutions so that the funds obtained from LPKA were used with maximum efficiency.

selection stage crew is an important stage after determined core team on stage before. Research results showing that in selecting crew especially formerly candidate crew producer discuss with the director and chief department whether to correspond or not with need and position. Thus, the film *Piknik Panik* was produced by a crew of twenty. Election total crew based on available budget for permanent could operate production of this film. Researcher evaluates Things this gives profit where with source power they could perform corresponding with each task. So that the whole crew could contribute to a good order production process that could correspond with the plan and be done with the best result (Mahfud, 2022).

The next step is making a shooting schedule. There is a number of a must notices moment to arrange a shooting schedule it is budget, distance traveled to the location, equipment available,

quantity crew as well as condition nature which is not unexpected. So, from Therefore, the preparation of a call sheet is necessary to prioritize related matters with score production. based on the results study disclose that this film does priority to timetable actors. Then consideration second is put first location exterior formerly because consider the weather and other natural factors that often no could be predicted. Next, the team could complete the shot-list at the point before moving to the next location because is not wasting time to set up and back to the same place. this same match with what was conveyed by Fachrudin who stated that the process of taking pictures takes precedence timetable cast, then timetable record picture based on adjacent locations, accordingly to our sequencing needs. Before or afterward We could adjust the-composition our picture wants. Including the best picture taken morning, noon, or afternoon accordingly to the direction coming to the ray sun, location building, and present atmosphere that supports the film (Fachruddin, 2017).

Furthermore, besides conditioning Umar's crew as the producer also manages actors. Process management actor in thing this is casting, reading, and rehearsal. Umar inside carries out the search process player use with the method door to door or based on acquaintance. producer assisted by the casting director contact frequent friends involved in the world of acting who knows from information for filmmakers, fellow player, or from watching movies. this movie does not do open casting but appointment live cast by the producer, the talent coordinator who doubles as casting director, and the director. Because shorten the time for more effective as well as efficient. Umar as a producer previously has had some candidate lists of actors suitable next be delivered to the director for selected and determination according to the facet creative (Wahyuni & Sya'dian, 2020).

The last process in managing the cast is a rehearsal or normally called a useful exercise for regulating movement (blocking), expression, and language body. Rehearsals are also involved the stylist's camera and the arranger's artistic for designing the movement camera and camera angle best on every scene. Usually, this rehearsal too performed at the actual set location (Effendy, 2014). In the short film *Piknik Panik*, this is not due to the rehearsal process director has maximized blocking and motion body during the reading process.

Ensure equipment and necessities production is conducted before the shooting process takes place. producer thinking how all need production enough. Location, tools, logistics, accommodation, transportation, and tools communication is a duty a must producer confirmed safe. Location shooting of this film was conducted in Depok Beach. Accommodation in thing this is distribution basecamp. Basecamp for make-up team and wardrobe and place eat and drink from logistics needs. Then about transportation, Umar provides one box car and one jazz car as property. The boxcar for load tools and equipment logistics. There is three points the place rental tools namely Lab IK, MM Kine Club, rental camera, sound rental, HT (Handy Talky), and equipment team artistic. Whereas about need communication and coordination to work with good HT is used for every head department.

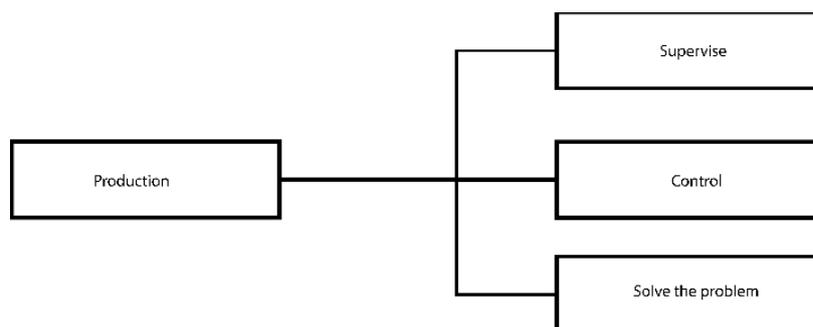


Fig. 2. Producer 's Role Chart in *Piknik Panik* Film Production

Umar did supervision the shooting process. the producer ensures that the shooting goes corresponding with the call sheet that has been arranged. Furthermore, Umar confirmed all needed production from equipment, accommodation, transportation, and logistics were fulfilled. Proven that all equipment during the shooting has been fulfilled or not lacked. Other roles of a producer are to solve problems and search for a solution to problems that arise. When shooting the film *Piknik Panik* happened Thing no expected that is car property experiencing overheating. Umar as the producer give a solution that the car must be cooled longer and the process of shooting some interior scenes inside car no use air conditioning.

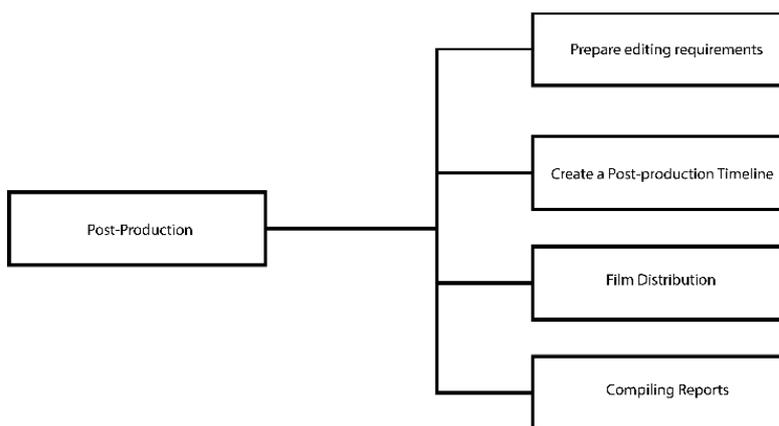


Fig. 3. Chart of Producer's Role in Post- Picnik Panic Film Production

To support the editing process, the producer needs to prepare several needs. The results of the research show that editing needs in the form of a tool provided by LPKA in the form of a laptop, mouse, keyboard, and speakers. About location or basecamp to editing is done at the UMKM MM Kine Club UMY secretariat. According to the production timeline, Umar plans three previews. However, there is a change, in the end, a joint internal preview whole Piknik Panik film crew and four previews with co-producers from the LPKA party. Additionally, the producer prepares film information data in the form of synopsis, data crew, trailer, still foto, foto behind the scene, movie poster, and Indonesian and English subtitles for necessary film distribution. Short film distribution is usually done by the producer through existing film festivals from various countries. the producer needs to arrange or determine the distribution strategy. Good film distribution is capable meet the movie with many viewers as well as could give appreciation to the filmmaker (Sudirman, 2018).

4. Conclusion

Analysis results about stages role producer on filming Piknik Panik suit with Heru Effendy 's stages include stage pre-production role producer Includes Team Building production, making script breakdown, determining cost production, selecting crew, manufacturing shooting schedule, managing cast and compose need production. At stage production covers supervision, control, and resolution of the problem. As well as in Step post-production covers preparing editing needs, making post-schedule production, Reporting, and film distribution.

But on the other hand, shows that exists a stage that does not correspond with theory because customized to the needs and conditions of production. it is the rehearsal was omitted due to the stage this producer maximizes the rehearsal process during reading. In the reading process besides Adjusting the tempo and intonation sound, the cast also practiced blocking and motion body like rehearsals in general however no one is in a set location and is not use a camera. So that could be concluded that study role film producer Piknik Panik pointed out that part big adhere to Heru Effendy 's theory about role short film producer however there is one omitted stage considering needs and conditions production.

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