

Building Social Message in the “Cerdas Melanggar” Short Film by Story Telling on the Cameo Project Youtube Channel

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Abstract. *This research will discuss about how to tell a short film called “Cerdas Melanggar”. This short film will use the Narrative Paradigm theory in which there are five basic narrative concepts such as humans are the creator of storytelling, sound judgement, sound judgement is determined by human character, rationally and story selection. This is because Youtube has a medium to create interesting content and as a place networking and storytelling as well. The researcher used Narrative Paradigm Fisher’s theory to see how the story could be trusted and enjoyed by the audience. To see how the story is told, narrative data analysis is used from Tzvetan Todorov which divides the story into three plots (beginning, middle and end) and also Miles and Huberman/s inductive data analysis which is done interactively. This study uses qualitative research methods to look at a deep phenomenon and the constructivist paradigm which is a view in which the truth of a social reality is relative. The data in this study collected using interview and documentation of the short film of Cameo Project Youtube Channel. So, the result of this research stated that the story of “Cerdas Melanggar” contains coherence and truth (fidelity).*

Keywords: *youtube, short film, narrative*

INTRODUCTION

The rapid development of technology currently makes social media become a place where everyone gets information. This can be seen from the change in the media for delivering short film message, which in the past we might only be able to watch at certain festivals. Currently, we can enjoy short films in several social medias, one of them is Youtube. Youtube is a popular video sharing website (various videos) that was founded in February 2005. Youtube as a part of technology turns out to have a place in the development of art in the world to become a tool to present and or promote works of art in any form in the form of video that can be enjoyed by everyone who uses it (Nanuru, 2012). Not

only that, Youtube is also a medium for delivering message to the public because it can provide audio-visual information. The message that is conveyed by individuals via Youtube has its own mass or commonly referred to as virtual communities. The virtual community is a community that appears more in the world of electronic communication than the real world. People who live in various parts of the world who have the same interest can gather to talk about it in cyberspace. The delivery of audio-visual message can be delivered with a story telling. Youtube is a video sharing website that can change the world (Startupbisnis.com, 2013). Youtube as a media is able to create existence and change social reality. One example of the use of Youtube as a site for existence was

carried out by singer Justin Bieber. This pop and RnB singer became phenomenal in the United States through a video of the local singing competition “Startford Star” in Ontario which was published by her own mother on Youtube in 2007. In 2009 this video was seen by Scooter Braun who is a talent search agency and former marketing executive of So So Def Company (Sharingdisini.com, 2012). The same thing was carried out by the GAC group consisting of Gamaliel and Audrey Tapiheru. They are brother and sister from Indonesia who made cover videos for foreign songs and uploaded them on Youtube since 2008. Their videos were watched by more than 13 million viewers (Youtube.com/gamal1990, 2015). In 2010, Sony Music Indonesia made an offer to GAC to form a vocal group. Their cover video when singing the song “Mirrors” created by Justin Timberlake was chosen as a video bomber for the “Best Pop Solo Performance” nomination at the Grammy Awards 2014 (Techinasia.com, 2014). The da Lopez Brothers also used Youtube as a site for their existence. This group is also brothers who made various comedy videos, blogs, and unique cover music since 2011. This group uses the Youtube account “Skinnyindonesian24” and successfully watched by 5 million viewers. Their very entertaining style made their videos become famous among millennials (Techinasia.com, 2014).

The development of Youtube media has an effect on changes in reality that occur both in terms of economic and social aspects. From an economic aspect, the use of Youtube media changes the marketing that is carried out by big companies to create brand awareness to get profit. This was carried out by Lifebuoy by making an advertisement promotion on Youtube with the theme “Bantu Kami Merayakan Ulang Tahun ke-5 Setiap Anak”. In addition, this is also carried out by a big automotive company from South Korea,

Hyundai. The advertisement promotion was carried out by the title of “A Message to Space”. The content of this video tells the story of a girl’s longing for her father who was serving in space as a satellite crew. This video was ranked the second most video advertisement that aired on Youtube (Klikmania.net, 2016). Not only that, a new breakthrough in the field of advertising on Youtube is also carried out by Bukalapak.com to get awareness from the public. This video content was made so creative that this show was successfully watched by up to 100 thousand Youtube viewers (Youtube.com/Bukalapak, 2015).

In addition of changes in economic aspect, changes in social reality also occur in social aspect. This change brings up to an idea to create a society campaign that was packaged in the form of video. One of the social campaigns created is the Ice Bucket Challenge. This campaign is a challenge that requires someone to choose to pour a bucket of cold water into their body or pay a donation of 100 dollars to an organization to conduct research to find a cure and fight ALS disease (Amyotrophic Lateral Sclerosis). After carrying out these challenges, someone must nominate others to do the same thing within 1x24 hours (Ardisaz, 2014). This viral video in the society until Microsoft CEO Bill Gates followed this challenge and received it from Facebook CEO Mark Zuckerberg. Until of August 15th, 2014, this video has been watched by more than 20 million viewers (Youtube.com/thegatesnotes, 2015).

The development of this video to involve the society both personally, groups and companies to be used as a medium that helps them achieve something. This was also carried out by the Cameo Project which seeks to inspire Indonesian people to use video content on Youtube in the form of social and political campaigns which were packaged in the form of short films. Some of the uploaded

campaigns were social campaigns in the form of a music video entitled “Bajak Lagu Ini”. This campaign was carried out to appreciate the work of Indonesian musicians for not hijacking Indonesian songs. In addition, a political campaign entitled “AHOK! #SAYASUDAH” was also viewed up to 186 thousand viewers in two weeks (Youtube.com/cameoproject, 2016). Not only that, Cameo Project also made a social campaign in the form of a short film with the title “Cerdas Melanggar -Short Movie” which has been viewed by more than 300 thousand times of the viewers. This video told the story of a family that owns a food catering business that will be delivered by Reza and Rama every day. In the story, Reza as a brother, intentionally or not taught his brother, Rama, to violate traffic rules. They did this violation so that it would not be too late to deliver food. One day Rama, his younger brother, had a birthday and was given a motorcycle by his parents. To celebrate the birthday, Reza challenged his younger brother to race motorbikes. But unfortunately, bad luck came to Rama who tried to break through the railroad doorstop. Reza who heard the bad news was devastated and very sorry. The storyline of the Cameo Project film has a veiled social message that was packed with interesting audio visuals so people are interested in watching it on Youtube (Youtube.com/cameoproject, 2015).

Some of the trends in the short video on Youtube show that there is a form of communication that is carried out specifically that is communicating by way of storytelling. Youtube is also referred to as media and the media itself is a message (medium is message) (McLuhan, 1964 in Sumadiria, 2014, p.59). The use of ways to communicate through video content on Youtube is related to the power of storytelling communication which is considered to have a clear impact on the people who see it. From a communication

perspective, the content delivered by way of storytelling can be explained by Narrative Paradigm theory (Griffin, 2012, p.310). Therefore, this research is focused on looking at how the Cameo Project communicates phenomena in society by way of storytelling in the short film “Cerdas Melanggar” through Youtube. So, the formulation of the problem to be researched is how is the way of storytelling of Cameo Project in the content of the short film “Cerdas Melanggar” through channel on Youtube?

METHOD

The paradigm used in this research was the constructivist paradigm. The constructivist paradigm is a view where the truth of a social reality is seen as the result of social construction and the truth of a social reality is relative (Eriyanto, 2011). The constructivist paradigm explains that each individual always tries to understand the world in which they live and work (Cresswell, 2016). Constructivist researchers will also study various realities constructed by individuals because each individual has a unique experience. Thus, research with strategies such as this view of the world is valid and there needs to be respect for that view (Patton, 2002).

The research approach used in this research was qualitative. Qualitative research aims to explain the phenomenon profusely. Bogdan and Taylor (1992) explained that qualitative research is one of the research procedures that produce descriptive data in the form of speech or writing and the behavior of the people that is observed. This approach is expected to be able to produce in-depth descriptions of speech, writing, and/or behavior that can be observed from an individual, group, community, and/or certain organization in a particular context setting which is studied from a whole, comprehensive and holistic perspective. This qualitative

research will later describe events or social realities from the point of view of the subject rather than from the point of view of the researcher. In addition, qualitative research also emphasizes that reality has an interactive, pluralistic dimension, and an exchange of social experiences interpreted by individuals (Pujileksono, 2015). Therefore, this research will use a qualitative approach to explore how people tell stories holistically so that each person or individual can understand the meaning and the world in which they live. This research also looked at how is the way of storytelling of the Cameo Project on the content of the short film entitled “Cerdas Melanggar” in a descriptive analytic and inductive manner.

Data analysis unit is a unit that is researched in the form of individuals, groups, or a setting of social events such as individual or group activities as research subjects. The overall data analysis process involves the effort to interpret data in the form of text, images or videos. For this reason, a research needs to prepare the data for analysis and deepen the understanding of the data that has been obtained (Cresswell, 2016). In research that uses narrative paradigm theory, the unit of analysis that is used in the form of text as reference. However, because this research leads to the video narrative, then the unit of analysis used was the scene to scene in the short film video of “Cerdas Melanggar” on the Cameo Project Youtube channel and individual interviews namely the Cameo Project director, Andry Ganda.

Data collection technique that will be carried out in this research were interview and observation, this is a common data collection technique (Ibrahim, 2015). In this research the source that will be interviewed is the Cameo Project as the object of this research. Focus question was used to guide the course of the question and answer process

and has the possibility to be developed in the interview process. In this research the researcher conducted an interview with Andry Ganda as the director of the short film “Cerdas Melanggar” to find out the story process that was carried out by the Cameo Project. Second, documentation data collection techniques. Documentation is the process of collecting data in the form of writing, drawing, or work from someone (Cresswell, 2016). In this research the documentation data that was researched, was in the form of a short film video “Cerdas Melanggar” Cameo Project on Youtube. The video will be edited several scenes to scenes as research material which will later be attached to this research.

Data analysis in qualitative research processes by induction, interpretation, and conceptuality. Therefore, the results of detailed field observation or induction can be in the form of data that is more easily understood and reinterpreted meaning so that what thoughts are hidden behind the story of the object of research (interpretation) and finally can be created a concept (conceptuality) (Patton, 2006). Analysis of research data is carried out to inform the reader what will be done with the data that has been collected. It is also a way that can facilitate the author in giving an explanation and looking for interpretations of the object of research or drawing conclusion.

In this research the data analysis used in this research will use narrative analysis that was adjusted to the method used by Tzevetan Todorov, which is to research the story line. The data is data contained in the film “Cerdas Melanggar” Cameo Project. Narration is a form of discourse that seeks to describe as clearly as possible the audience an event that has occurred. Thus, narrative can be limited as a form of discourse whose main target is behavior that is woven and arranged into an event that occurs at a time (Keraf,

2007).

In addition to narrative data analysis from Tzevetan Todorov, this research also used inductive data analysis from Miles and Huberman which is conducted interactively and occurs continuously until it is complete so that the data is saturated. Activities in the analysis include data reduction, data display, and conclusion drawing and verification (Miles & Huberman, 1992 in Pujileksono 2015). The narration also contains an explanation of how the story is told, how the material of a story is chosen and arranged to achieve a certain effect on the audience (Keraf, 2007). Todorov sees a narrative divided into three lines, beginning, middle and end. In the beginning there is a basic situation interaction and then in the middle it creates a conflict and in the end it will usually end happily. The division of lines described by Todorov received a lot of criticism because there are opinions that say that actually what is called “end/completion” actually do not exist because the end of a story or event will be the beginning for another story (Keraf, 2007). Therefore, the narrative or story must be given a clearer boundary, which is a series of actions that consist of important stages in a structure that is bound by time. The reason this research used narrative data analysis was because this research will analyze the storyline or scene to scene of the film “Cerdas Melanggar” Cameo Project.

RESULTS AND DISCUSSION

In a communication perspective, the way of communicating story telling is taken from Walter Fisher’s Narrative Paradigm theory which explained that human is basically a narrator and the life we have lived up to now began with a fictional story that finally became reality. Fisher uses the term paradigm because his thoughts represent a major shift from the thought of previous communication

theories (West, 2008). That perspective made Fisher saw that there was a paradigm shift or what he called as paradigm shift. The paradigm shift is a significant change in the way most people see the world and its meaning. This makes Fisher’s myth or story considered negative compared to the logos and logic of Aristotle and Plato’s thought.

Fisher developed a new way to conceptualize rhetoric by building a basis for reclaiming, the importance of narration or storytelling without criticizing logic and logical thought. So he bridged the gap between logos (argument rational) and myths (stories or narratives) that produced narrative logic. The narrative logic or logic of logical thought states that people judge the credibility of the speaker through whether the story is coherent (there is coherence) and sounds right (there is accuracy). The narrative paradigm allows a democratic assessment of the speaker because no one has to be specifically trained to be able to draw conclusion based on the concept of coherence and truth (Griffin, 2012).

Assumption of the Narrative Paradigm

Narrative paradigm is a combination of logic and aesthetic, but narrative logic is very different from traditional logic and thought. Fisher explained there are five assumptions that explained that the two logics are different (Griffin, 2012: 312): (a) Human is basically creator of story telling; (b) Decision about the value of a story is based on “sound judgement”; (c) Sound judgement is determined by history, biography, culture and character; (d) Rationality is based on people’s judgement about the consistency and truth of a story; (e) Experience the world as a world filled with stories and we must choose from existing stories.

First, the narrative paradigm assumed that the essential nature of human is rooted in stories and story telling. The

story is able to make someone confident of someone else's actions. Fisher also believed this first assumption because he observed that narratives are universal. Because of this narrative universality, it is encouraging Fisher to put forward the term Homo Narrans as a metaphor for defining humanity (West, 2008).

Secondly, this theory stated that human has the right to determine which stories are deserve to be accepted or rejected based on what makes sense to him/her or sound judgment. This assumption stated that not all stories are equal in terms of effectiveness, on the other hand the factors that influence the decision to choose a story are codes of argument that are more personal than abstract or what we call logical thinking. When someone shifts from traditional logic to narrative logic, Fisher believed their lives will be better because narrative logic is more democratic than formal logic (West, 2008).

Third, it dealt with what specifically influences people's choices and gives good reason for them. The rational world paradigm assumes that arguments are regulated by orders of plausibility (Toulmin, 1958 in Griffin, 2012). The narrative paradigm stated that plausibility is not the only way to evaluate logical thinking. The narrative paradigm assumes that narrative rationality is influenced by history, biography, culture, and character (Griffin, 2012).

Fourth, the formation of a problem from the narrative approach. This assumption states that people trust the story as long as the story looks consistent and can be trusted (West, 2008).

Fifth, Fisher's perspective is based on the assumption that the world is a collection of stories and when we choose between them, we experience life differently and allow us to recreate our lives.

Key concept in a narrative approach (West, 2008)

(a) Narration, often regarded as a story, but for Fisher narrative is more than a story that has a plot with a beginning, middle, and end. Narration includes any verbal or non-verbal description in the order in which the listeners are given meaning. Fisher explained that the definition of narration according to him is a symbolic act that has a sequence and meaning for those who live, create or interpret them (West, 2008)

(b) Narrative rationality, the standard for assessing which stories are believed and which are ignored. This makes us able to distinguish them from traditional method found in the rational world paradigm. Narrative rationality is contrary to traditional logic based on two different principles, namely: (1) Coherence, the principle of narrative rationality that assesses the internal consistency of a story; (2) Fidelity, the principle of narrative rationality that assesses the credibility of a story.

(c) The logic of sound judgement, a set of values for accepting a story as true and valuable to be accepted and providing a method for assessing truth.

In the narrative rationality context, there is coherence as a narrative principle in seeing the internal consistency of the story. Coherence is often measured by the organizational and structural element of a narrative. Coherence itself is based on three specific types of consistency, first, structural coherence, which is a type of coherence that refers to the flow of the story. Second, material coherence which refers to the congruence between one story and another story. Third, characterological coherence that refers to the trustworthiness of characters in the story (West, 2008).

Short film "Cerdas Melanggar" produced by the Cameo Project chose Youtube as a medium for story telling. On

Youtube, anyone can express themselves with any content, including short film. Choosing Youtube as a medium for story telling made it easy for Cameo Project to express creative ideas, one of them is the short film “Cerdas Melanggar” to deliver social messages. The message and the title that was built can be conveyed well because Youtube is a medium that is accessed deliberately by the audience. It will be different if the short film “Cerdas Melanggar” tells the story of other mainstream mediums that generally people access not because of intentional elements. Besides Youtube as a networking medium has interactive communication characteristics. Those characteristics that make a story content on Youtube must have strong coherence and fidelity. If these two things are not fulfilled in a story will make people reactively give negative comments or if both of them are fulfilled will make the audience react positively.

This research will divide the explanation into three storylines in viewing the short film “Cerdas Melanggar” Cameo Project. It used Tzevetan Todorov’s analysis which divides a story into three parts namely the beginning, middle, and end plot. The beginning plot is an introduction to a film that invites viewers to see what message they want to convey. The beginning part must also be packaged attractively so that the audience feels the story makes sense and is interested in seeing the next scene. The beginning scene of the short film described Reza and Rama who have activities delivering catering around Jakarta by motorcycle. They are brothers who help the family economy by opening a catering business. Reza as a brother taught his younger brother Rama to be smart at work. The streets of the capital city of Jakarta made them sometimes had to violate traffic rules in order to pursue faster time. In the scene of Reza and

Rama at a red light the audience is invited to feel the twists and turns of life to be a catering deliver using a motorcycle.

The middle plot of the story was a series of stages that make up the whole narrative process. In this part tense and conflicting scenes that appear were the development of the beginning situation. In the short film “Cerdas Melanggar” the development of the story was seen from the night scenes in Reza and Rama’s room, they talked about their future goals. Reza said that he had ambition to expand the business to enter a big hotel so that their father and mother can retire peacefully. While Rama had a simple goal of having a new motorbike so he could help his sister deliver catering. In this scene the audience was invited to feel the conditions of their family life, so that the audience could also receive the message that to survive it requires hard work and sacrifice. Shortly after that night, Rama was invited to sit with his father and mother. Rama looked surprised because his father and mother gave a new motorbike as a birthday present. In the evening Reza invited Rama to pick up his mother and father on Rama’s new motorbike. Reza tried to encourage Rama by taking him on a small race to the train station. This was where the conflict began, without Reza’s knowledge it turned out that Rama had an accident. Rama broke through the train’s doorstop to reach the train station faster.

Ending plot or closing part is the resolution of conflicts that have been built since the beginning plot. From this short film story, Reza finally had to accept the fact that now he has to work alone without his brother. Reza used to think that every traffic regulation was only to limit so he always looked for ways to get out of it. After Rama died, he began to change his mindset that it turns out that every human being needs to be limited by rules so that there are no more regrets.

The selection of Reza as the main narrator in the short film was included in the characterological coherence. Characterological coherence is a type of coherence that refers to the trustworthiness of the characters in the story (West, 2008). Reza who as a story teller to keep the connecting line of the story is described as a person who works hard, loves his brother, and violated traffic rules. It was built from the beginning to the end, so that the character of Reza could be trusted by people who watch. Meanwhile in the second aspect, determining the plot in the short film "Cerdas Melanggar" was included in the structural coherence. The storyline in the short film is seen flowing so that there is continuity of the story that makes people watching believe the short story. In the third aspect, message formation was included in material coherence. Material coherence is a type of coherence that refers to the congruence of messages in the story (West, 2008). The message that was built from the beginning to the end plot has in common, so people who watch feel the connecting line of the short film story can be trusted. In addition, the message in the short film was packaged in the opposite way (paradox), entitled "Cerdas Melanggar". From this explanation the way of story telling with three aspects that contained coherence and truth is important from a story. If one of them is not in the short film, the story that is built cannot be accepted by the audience so coherence and truth simultaneously must be in a short film.

CONCLUSION

The existence of social media such as Youtube really helped film actors in Indonesia to work. The broad scope of the audience made everyone able to work and convey ideas in the form of short films. Cameo Project took advantage of that so that with the short film "Cerdas

Melanggar" they are able to create a social message that is well packaged on their YouTube channel. The short film "Cerdas Melanggar" seemed to have a beginning, middle, and end plot that contained coherence and fidelity. This was reflected in the way of story telling the short film "Cerdas Melanggar" through three aspects, namely the selection of Reza as the main story teller, the determination of the story line, and the formation of messages. The three aspects of story telling the short film "Cerdas Melanggar" contained coherence and truth. In addition, the three aspects are the most important things in supporting the short film "Cerdas Melanggar" because in the selection of Reza as the main story teller included in the category of characterological coherence, then in determining the plot of entry in the category of structural coherence, and finally the formation of messages into the category of coherence material. So if these things are considered by Youtube creators content in Indonesia, a lot of digital content will be created to bring social change.

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