



Cinematography Design of Integrated Service Video Documentation

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ABSTRACT

This study aims to find out how the scene is in the integrated service video documentation, to know the cinematographic techniques used in the integrated service video documentation, and to find out the responses of respondents to the integrated research video documentation. This study used descriptive qualitative method. The method of data collection is by means of observation, documentation, and questionnaires. Data analysis used is data reduction, and the feasibility percentage scale. The results of this study indicate that: (1) The scan applied to the 2022 community service video media is the initial scan showing the Phinisi tower, the next scan showing departure to the service location, the next scan showing the servant at the service location, and the closing scan showing the logo animation LP2M. (2) The cinematographic technique that is often used in this community service video media uses an objective camera angle and a subjective camera angle to capture every scene in the community service video media that is made. Low angle level, Eye level angle, High level camera, Extreme long shot, Very long shot, Medium long shot, Close up, and Medium close up. The composition in the dedication video media "Cinematographic Design on Video Documentation of the Results of Community Service LP2M UNM" also varies, but uses more informal compositions in shooting. (3) Service Lecturers provide positive feedback on the resulting media on a number of video criteria that are made, including from taking pictures, video stages, and explanations on videos that are displayed clearly.

Introduction

The sophistication of the development of digital technology is currently increasing. In addition, knowledge of how to use technology and information, as well as the ability to find, manage and communicate information (Wibawa, 2018).

Activities such as documentation have evolved in the present and no longer require kodak. Various optical devices, including digital cameras, that can be used according to user needs, including pocket cameras, single-lens mirror cameras, single-lens digital mirror cameras, and others, support this. Everyone, whether small children, toddlers, teenagers, or adults, must take notes (Aziz & Ahmad, 2020).

Videos and pictures depicting a movement constitute documentation, which is a legal document. Documentation is a method for creating a visual record of an event. I firmly believe that cinema is a kind of publication that can be distributed to 100 different audiences and is neither art nor entertainment. Included in the category of cinematic publications known as "creative treatment of actuality" are documentaries. just another illustration of reality (Sakarya & Of, 2018).

Cinematography which relates to the theory of visual language in making films or videos, even animations, pictures are not just pictures, but pictures are information. So one of the cinematographer's tasks is to turn images into a visual language to the audience into a meaningful message. The final result of a video or animation is materially two-dimensional, but the cinematographer must be able to guide the viewer's eye to see reality. This requires a conceptual understanding of the basic views of 2D, 3D and visual language and design principles and design elements. Design elements are the basic units of forming a visual image but these components form the core of a significant visual language. serves as a starting point for cinematographers when creating compelling visual stories. Space, line, balance, color, form, texture, field, and value/tone are some of the design elements (Joseph, 2010).

Cinematography plays an important role in making the atmosphere or atmosphere of the story more dramatic with a certain visual focus. Examples of visual focus in this context include taking relevant and inspiring photos with the aim of documenting community service actions. documentation in video (Fadli, 2019).

Video documentation of the results of this activity is one of the mandatory outputs of the Community Partnership Program (PKM) activities for service lecturers which must be fulfilled annually. In addition, the activity video is also a form of accountability for integrated community service activities facilitated by the Research and Community Service Institute (LP2M) Makassar State University (UNM) in the form of video documentation.

LP2M UNM is an institution focused on research and community service conducted by UNM lecturers. Institutional services carried out by LP2M are divided into two forms of services, namely internal services offered to the academic community within UNM and external services in the form of cooperation/partnership and non-cooperation/devotion services that support institutions outside UNM. So that there will be a lot of video documentation automatically activity community service.

Literature Review

1. Technology

The rapid development of camera technology is currently making it easier for researchers to record various incidents by simply using the cameras found on smartphones, drones, and handycame (Batubara & Ariani, 2016). One of the best methods to facilitate the delivery of information in audio or visual form is to use today's multimodal technologies. Visualizing video profiles is one of the uses of multimedia.

Today's technology has almost reached the point where it is a vital necessity. The human need for efficiency, practicality, and affordability is one of the reasons why technology is needed. One solution to this growing problem is multimedia-based information technology, which is packaged in things such as animated video images, video profiles, and so on. People often don't want to bother looking for information by visiting the source of the information directly (Prihantini & Nugroho, 2013).

2. Information

Information is a collection of data and facts that have been collected and arranged in such a way that is useful for the recipient and easy to interpret. True to visual language theory, he claims that when creating films, videos or even animations, images serve as more than visual cues. To deliver meaningful messages to the audience, one of the cinematographer's tasks is to transform images into visual language. Even though the final video or animation product is basically two-dimensional, the cinematographer must be able to direct the viewer's eyes to see in three dimensions. This requires a conceptual understanding of basic 2D, 3D perspectives and visual languages, as well as an understanding of design concepts.

3. Communication

Bottom-up communication can also be called bottom-up communication. Such communication occurs between team members and team leaders, directors and field heads, and other individuals who are in a lower structural position than the communicant. Accountability reports, activity implementation reports, work reports, and so on are usually included in this communication (Pagihutan, Christian and Rohana, 2019).

4. Camera

Several incidents where the cameraman recorded or took video from the wrong angle. The occurrence of an incorrect point of view can result in the perception and opinion of the audience being different from what the television station wants to say or broadcast and is not necessarily related to this matter. Very obvious camera angle errors, as well as minor mistakes that are less obvious but still hinder the photography process, especially in journalistic news coverage (Pagihutan et al, 2019).

5. Documentation

Documentation is all activities related to photos and videos, and their storage. Collection, processing, and storage of information in the field of knowledge, a collection of materials or documents that can be used as a basis for an event, the production of a publication. According to the website ilmaramayanti.co.id the differences between documents and documentation are:

a. Documents: 1) Focused on objects/information 2) Not a work unit 3) Passive in nature 4) Used as evidence 5) Support research

b. Documentation: 1) Focused on activities 2) Is a work unit 3) Active in nature 4) Processing and preparing new documents

5) Prepare information for research

Accountability for an event or item that can be documented is very dependent on documenting the event. Videos and pictures depicting a movement constitute documentation, which is a legal document. John Grierson (1930) defines documentation as a technique for making a visual record of certain events. Grierson believed that cinema was a kind of publication that could be distributed to 100 different audiences and was neither art nor entertainment. As a form of cinematic publication which is referred to as a “creative treatment of actuality”, documentary films are included. just another illustration of reality (Sakarya & Of, 2018).

6. Videos

Video is a collection of moving images or moving images that follow one another in time. Analog Video and Digital Video Are Two Categories of Videos. Cameras record a series of electrical signals (also known as analogue waves), which are then transferred over the airwaves to create analog video. Video Digital Unlices, which consist of a digital signal in the form that defines a point as a series of minimum or maximum values, the minimum value in digital video equals zero and the maximum value equals one. (Prihantini & Nugroho, 2013).

The word video comes from the Latin *vidi* or *visum*, which means to see or have visions. Live image recordings or television shows that are intended to be broadcast on a television set are referred to as videos, according to the Big Indonesian Dictionary (Batubara & Ariani, 2016).

Based on the several definitions above, it can be concluded that Video is a system of live images or moving images that are sequential to each other. There are two kinds of video, namely analog video and digital video. Whereas digital video is formed from a series of shaped digital signals, which describe a point as a series of minimum or maximum values, the minimum value means 0 and the maximum value means 1.

7. *scane*

A scene is one or several shots at a location, several combinations of several shots arranged in such a way and at the same time where there is no certainty about the continuation of the picture (Syahputra & Sya, 2020).

The term *mise-en-scène* always refers to anything that is visible both before and after the camera, such as compositional elements, performers, sets, props, and lighting. *Mise en scène*, along with cinematography and film editing, influence how viewers perceive the truth or belief in a film. Various design components help convey the film's vision by creating a sense of space and time, establishing a mood, and perhaps implying a character's state of mind (Syadian & Oktiana, 2021).

8. *Cinematography*

Cinematography is a word that has been borrowed from English as well as other languages such as *Graphoo* and *Kinema* (to draw) (to write). As an applied science, cinematography examines how pictures are taken and arranges them into a collection of images that can express thoughts. 6 Cinematographic techniques One of the key components in the success of filmmaking is the cinematographic method. The director's ability to direct cinematographic techniques greatly influences the way messages are conveyed in films. (Aceh, 2019).

According to Joseph V (2010) there are several aspects that are needed so that the shooting in the cinematographic technique that will be carried out has good cinematographic value, namely setting the motivational intent and intent of the shot as well as the continuity of the story to convey the message of a film, namely:

a. *Composition* (composition)

position is a way to place image objects on the screen so that the image looks attractive, stands out and can support the storyline (Bambang S, 2001). In simple terms, composition can be interpreted as a way to make an image in a frame look attractive and the object you want to display looks more prominent. According to Bambang Samedhi, as written in his book, the theory of composition consists of three elements, namely:

- 1) *Rule of thirds*(third screen theory)
- 2) *Golden mean area*(main area of point of interest)
- 3) *Diagonal Depth*

b. *Camera angle*(camera point of view)

The audience is represented by Camera angle, which is the point of view. Good camera angles should be considered carefully as compelling shots will enhance any storyline. One interpretation of the camera's point of view is the viewer's eye.

1) Types of camera angles

Objective camera angle, Anglesubjective cameraand point of view camera angle

2) *Camera angle levels*

eye level angle,high level angle,AndLow angle level.

c. *shotsize* (picture size)

According to Fahrudin (2012), although image size is usually used to take pictures of people, image size can also be used to photograph objects. There are a variety of shot sizes, including:

- 1) *Extreme long shots*, 2) *Very long shot*, 3) *Long shot*, 4) *Medium long short*, 5) *Medium shot*
- 6) *Medium close up*, 7) *Close Up*, 8) *Big Close up*, 9) *Extreme close Up*, and 10) *Wide shot* .

d. *Cutting or editing*

e. *Continuity*(continuity)

Research Methods

Researchers used a variety of qualitative research techniques. Because research is conducted under natural conditions, qualitative research techniques are often referred to as natural research techniques. This approach is also referred to as an artistic approach because the research procedure is more artistic (less patterned), and is referred to as an interpretive approach because the focus of the data used for research is more on the interpretation of the data obtained (Sugiyono, 2010:1). The data collection techniques used are observation, documentation, and questionnaires

Research Result

1. Scene in Video Documentation as a result of Integrated Community Service & Cinematographic Techniques used in Video documentation as a result of integrated community service
 - a. Scene and Video Cinematography Techniques from Devotion.

Figure 1. Scene and Cinematographic Techniques



Scenes 1, 2, & 3

Minutes: 00:24

No.	Technique	Meaning and Purpose
Angel type		
1	<i>Angle Camera: Low Angle Level</i>	The point of view of the camera's position below the object is to make the object look taller and more majestic at the Phinisi Tower, Makassar State University.
2	<i>Level Angle: Eye level angle</i>	Taking pictures on the Phinisi Tower when it is at eye level or the building, in this way creates a neutral objective impression.
Image Size (Shot Size)		
1	<i>Shot Size: Medium Close Up</i>	Focusing on taking the building object, to clearly show that in the frame is the Phinisi Tower building object. Besides that, it shows a view of the object from the highway and from a height that leads to the Phinisi Tower of Makassar State University.
Composition		
1	<i>Composition: Figure to ground</i>	
Continuity		
1	<i>Matching The Look: Space continuity</i>	

Figure 2. Scane and Cinematographic Techniques



Scenes 4, 5, & 6

Minutes: 00:37

No.	Technique	Meaning and Purpose
Angel type		
1	<i>Angle Camera: Objective</i>	The image capture shows the departure to the service location, arriving at the service location and the viewpoint from the side to observe some of the people who are attending the service location.
2	<i>Level Angle: Eye level angle</i>	Taking pictures of service lecturers when they are at eye level or the building, in this way creates a neutral objective impression.
Image Size (Shot Size)		
1	<i>Shot Size: Long Shot</i>	Display the picture as a whole, to show that there are several people who are preparing to go to the location of the dedication.
Composition		
1	<i>Composition: Figure to ground</i>	

Figure 3. Scane and Cinematographic Techniques



Scene 7

Minutes: 00:44

No.	Technique	Meaning and Purpose
Angel type		
1	<i>Angle Camera: Objective</i>	The image capture shows a virtual image from Google Earth which shows the location of South Sulawesi where we are at that location.
Image Size (Shot Size)		
1	<i>Shot Size: Long Shot</i>	A view that displays an area larger than the currently displayed location. This is usually used to provide a wider geographic context than the location being viewed, such as viewing a city in the context of a country or continent.
Composition		
1	<i>Composition: Figure to ground</i>	

1) Camera angle (shooting angle)

One of the methods used when taking pictures of an object is the camera's point of view. With a certain point of view, one can produce interesting images and give a certain impression to the images displayed.

Camera angle is very important because it creates a point of view that will influence how the viewer perceives the video and can encourage them to appreciate it. In the end, the audience is involved in a mental imagining process where they can feel the tension, happiness, distortion, sadness, and need behind the story they are watching.

According to Joseph (2010), in cinematographic techniques the camera angle is divided into types of camera angles and *camera angel level* namely as follows:

a) Types of camera angles

LP2M service videos are taken from two different camera angles. objective camera angle and subjective camera angle, as seen in the image below.



Figure 1. Camera angle objective

The camera angle in the image above is an objective camera point of view, meaning that certain spectators or participants are not included in this point of view. The image above can be found in the "LP2M dedication video made" at 01.32 minutes.



Figure 2. Subjective camera angle

Subjective camera angle, or camera position that allows the viewer to participate in the action or scene, is the type of camera angle used in the image above. The image above is in the "LP2M 2022 dedication video made" at 01.32 minutes.

The point of view from the previous camera's point of view is the point of view. The camera is as close to the subjective object as possible at this point of view. It attempts to create the idea that a spectator and one of the players are facing each other. POV or point of view camera captures the situation from the perspective of a particular participant.

As subjective and fixed as approaching shots, POV shots come closest to being objective shots. To give viewers the impression that they are standing face to face with people off screen, the camera is placed on the side of the subjective player whose point of view is being exploited.

b) *Camera angle levels*

The method for making the LP2M 2022 Community Service video also uses a camera angle level, namely eye level and high level angle. The angle of view of the image that is parallel to the subject or at the eye level of the viewer when the image is transmitted is known as the eye-level angle. As the picture brought:



Figure 3. Eye level angles

“Hj. Hasnawati, S.Pd.,M.Pd. (servitude lecturer) – Explaining the dedication that will take place at the location” 01:12 minutes.

Because the shooting procedure is more often done outdoors, the LP2M 2022 Service Video adopts a point of view that emphasizes eye level viewing while depicting commitment.

An eye level camera, which is 95 degrees above eye level, produces images that appear to engage or involve the viewer, making the viewer feel involved in what he or she is watching, rather than providing an image that is level or straight with the viewer.

In addition, a high-level camera is used in the 2022 LP2M Service Video to capture a direct view of the object exposed from above. Because the camera is higher than the subject, the camera has to bend over to take the picture, as shown below:



Figure 4. High level camera

The picture above is found in "Lecturer service - Talking with the community about service duration at 1:02 minutes.

2) *Shoot size*

The size of the subject in the frame is known as the shot size. The LP2M 2022 Service Video uses various shot sizes, including the image shown below:

a) *Extreme long shots*



Figure 5. Extreme long shots

The method for taking very long shots is shown in the image above. Extreme long shot is a technique used to photograph distant events or scenes. The picture above is in the LP2M 2022 dedication video, with a duration of 00:24 minutes.

b) *Very long shot*



Figure 6. Very long shot

The shot size very long shot approach is shown in the image above. The topic is displayed in the middle of its surroundings in very long shots. Arrangements in situations like this are more dominant. Shot size very long shot provides a wide perspective. The picture above is in the LP2M 2022 dedication video, with a duration of 03:49 minutes.

c) *long shots*



Figure 7. long shots

The method for taking a long shot size shot is shown in the image above. The long shot is a style of videography that captures the entire body, from head to toe. The picture above is in the LP2M 2022 service video, with a duration of 05:52 minutes.

d) *Medium long shot*



Figure 8. Medium long shot

This shot was taken to capture the mid-range shot shown in the image above. The medium long shot is a shooting style that displays the knees up to the top of the head. The picture above is in the LP2M 2022 dedication video, with a duration of 02:05 minutes.

e) *Medium long shot*



Figure 9. *Medium long shot*

The method for capturing a medium long shot is shown in the image above. The medium long shot is a shooting style that focuses on the subject's waist to head. This measure is used to identify activity participants. The picture above is in the LP2M 2022 service video, with a duration of 04:03 minutes.

f) *close up*



Figure 10. Close-up

The image above shows how to take a close-up shot. close-up describes the point of view that is seen from a very close distance to the object being depicted. This is used to display the specifications of faces or other items present in the camera. The picture above is in the LP2M 2022 dedication video, with a duration of 02:05 minutes.

2. Respondents' responses to video documentation of the results of integrated community service.

This test took data directly at the Institute for Research and Community Service LP2M Makassar State University for 6 employees by filling out a Questionnaire (Questionnaire).

Respondents	Score	Max Score	Percentage (%)
1	135	150	90%
2	141	150	94%
3	150	150	100%
4	143	150	95.3%
5	135	150	90%
6	121	150	80.6%
Amount	825	900	

Source: Data Processing Results, 2023

$$\text{Persentase} = \frac{\text{Jumlah Skor}}{\text{Skor Maksimal}} \times 100\%$$

$$\text{Persentase} = \frac{825}{900} \times 100\%$$

$$\text{Persentase} = 91,6\%$$

Based on the data in table 4.10, it shows user data that responds to the use of this media. Based on the formula used in the average value of 91.6%. If converted into a percentage of effectiveness, this value means that it shows the "Very Good" category.

Conclusions

The conclusions of this study are based on the language that has been explained regarding how to design cinematography in the video documentation of the results of the Makassar State University's LP2M service as follows. The scan applied to the 2022 service video media is the initial scan showing the Phinisi tower, the next scan showing departure to the service location, the next scan showing the servant at the service location, and the closing scan showing the animation of the LP2M logo. The cinematographic technique that is often used in this community service video media uses an objective camera angle and a subjective camera angle to capture every scene in the community service video media that is made. Low angle level, Eye level angle, High level camera, Extreme long shot, Very long shot, Medium long shot, Close up, and Medium close up. The composition in the dedication video media "Cinematographic Design on Video Documentation of the Results of Community Service LP2M UNM" also varies, but uses more informal compositions in shooting. Service Lecturers provide positive feedback on the resulting media on a number of video criteria that are made, including from taking pictures, video stages, and explanations on videos that are displayed clearly. And some input for the creation of a service cinematography video media in the future.

While suggestions that can be developed in this study include. In conducting research on cinematography techniques, the author encountered several obstacles in finding reference books, especially books on cinematography. The Faculty and Department of PTIK Makassar State University should support research by increasing the number of complete reference books on cinematography. So that future research is better and more varied. In future research, researchers can develop this cinematographic design.

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