

EFFICIENCY OF FILM PRODUCTION MANAGEMENT ABROAD¹

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Abstract

A film shows a culture and a picture of people's lives in a country. The quality of society can be seen from the quality of a film a country. Therefore, it is necessary to produce high quality local films as a picture of our society quality. Trend films with overseas settings are being loved by the Indonesian people. However, it takes a lot of money to conduct film production with an overseas setting. This study aims to determine the strategy in carrying out shooting abroad with low costs and the main factors that determine the size or the size of the budget in production management for shooting abroad. This study uses a qualitative method. The data sources of this research are film producers who had filmed abroad as informants. The data collection process is carried out by interview. The results showed that several strategies were found to support the implementation of low-cost overseas filming, namely stories and scenarios, limiting the number of teams allowed to shoot abroad, using the correct fixers and understanding the rules and good networks in the destination country, locations that open cooperation for sponsorship, adequate equipment and tend to use sunshine (available light), and good teamwork. The main factor that influences the size of the

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budget is the existence of the currency exchange rate from the value of the rupiah to the currency exchange rate in the country where the shooting is located.

Keywords: Efficiency, film production, film production management abroad.

Abstrak

Film menunjukkan suatu budaya dan gambaran kehidupan masyarakat suatu Negara. Kualitas sebuah film juga menunjukkan kualitas masyarakat di sebuah Negara. Oleh karena itu, perlu diproduksi film – film lokal dengan kualitas yang baik sebagai gambaran kualitas masyarakat kita. Trend film dengan latar tempat luar negeri sedang digandrungi masyarakat Indonesia. Namun, dibutuhkan biaya yang tidak sedikit untuk bisa syuting dengan latar tempat luar negeri. Penelitian ini bertujuan untuk mengetahui strategi dalam melaksanakan shooting di luar negeri dengan biaya rendah dan faktor utama yang menentukan besar atau kecilnya anggaran dalam manajemen produksi untuk shooting di luar negeri. Penelitian ini menggunakan metode kualitatif. Sumber data dalam penelitian ini adalah para informan yang merupakan para produser film yang pernah melakukan syuting di luar negeri. Proses pengumpulan data dilakukan dengan wawancara. Hasil penelitian menunjukanditemukan beberapa strategi yang mendukung pelaksanaan syuting di luar negeri dengan biaya murah yaitu cerita dan skenario, membatasi jumlah tim yang diperkenankan untuk ikut syuting ke luar negeri, menggunakan Fixer yang tepat dan paham dengan peraturan-peraturan dan jaringan yang bagus di Negara tujuan, lokasi yang membuka kerjasama untuk sponsorship, peralatan secukupnya dan cenderung menggunakan bantuan matahari (available light), dan kerjasama antar tim yang baik. Faktor utama yang mempengaruhi besar kecilnya anggaran adalah adanya kurs mata uang dari nilai mata uang rupiah ke kurs mata uang di Negara lokasi shooting.

Kata kunci : Efisiensi, produksi film, manajemen produksi film di luar negeri

Introduction

Film is not only a medium of entertainment but a media that provides real life reality. A film raises the reality that occurs in society. As quoted from the book with the title "Nonton film nonton Indonesia" (Watching film, watching Indonesia) which is a collection of JB Kristianto's writings. He explained that the film can also be a replica of life. A quality film will be well appreciated by the audience and can be a tool for modern business as discussed in a book entitled The Oxford History of World Cinema. It states that Hollywood Film is a tool for modern business, -in the context of modern economics - and Hollywood films can be a good business center. Film has become a power in the business of the United States of America because the distribution area of Hollywood films has covered the whole world.

Indonesian films quality began to improve in 2016 as evidenced by the increasing number of viewers. A proud achievement in 2016. When seven Indonesian films received one million viewers in the first semester of the screening. The rise of Indonesian films is accompanied by the rise of positive passion and enthusiasm from Indonesian audiences to watch Indonesian films. This is a breath of fresh air for filmmakers to make better quality films in the future.

This great enthusiasm and excitement needs to be maintained properly so that the rise of Indonesian films will not be dimmed again.

Films and audiences cannot be separated from one another. Films need audiences as well as the audience needs movies. Therefore, it is very important to maintain the audience's trust in the quality of Indonesian films. It is very important that all parties realize the importance of working together and helping each other so that the joy of producing and watching Indonesian films will increase in the future.

Films that use overseas settings are becoming a trend and favored by Indonesian people lately. Interesting storylines and different natural landscapes increase the audience's interest in watching Indonesian films. Therefore, researchers

conduct research on production management strategies that need to be done when shooting abroad using a low budget.

Material and methods

Material

Before making a film, a producer must have prepared the costs needed for making the film and how long it will take. Producers also need to know about the concept of time value of money in financial management science. "The concept of time value of money is an estimate based on the calculation that the value of the money received today is more valuable than what was received tomorrow.

"The concept of time value of money is an estimate based on the calculation that the value of money received at this time is more valuable than what is received tomorrow. Rp. 1,000 is currently more valuable than the Rp. 1,000 received tomorrow because the value of the money received today has a greater chance of being invested. The concept of time value of money needs to be understood well because the concept will provide a fundamental foundation and concept of financial problems."²

Choosing overseas shooting locations will affect changes in the exchange rate of the country. This makes the concept of time value of money have an influence on production management that uses shooting locations abroad. In the fairy tale of a film production told by Tino Saroengallo it is explained that a good Budget Forecast will contain all things related to production, such as the preparation stage, shooting and post-production. This explanation illustrates that budget forecast are very important so that they become a powerful financial book.

² Arman Hakim Nasution, Bustanul Arifin, Mokh Suef, Enterpreneurship membangun Spirit Teknopreneurship, Andi, Yogyakarta, 2007, hlm: 173.

Estimates of budgets made by producers and production managers become a reference when the process of dissecting production elements into a surgical sheet. The surgical process of this scenario is the process by which elements in the scenario in surgery by the producer or production manager are translated into money.

In a fairy tale a film production told by Tino Saroengallo explained the structure of the contents of the budget forecast. "In outline, the contents of the budget forecast consist of two major parts, namely:

1. Above the line

Above the line includes fees for Producer, Director, Screenwriter and it's copyright and players. Usually above the line is calculated with a package system with payments made using the terms.

2. Below the line

Below line includes other costs related to other crew, suppliers, and various materials needed to make and complete the production. Below the line cover the entire production stage, office operating costs, and insurance needs.

An explanation of the costs is also explained in a book entitled "Film Business A Handbook For Producers" written by Damien Parer who writes about:

"A budget is as good as its foundations. If you are budgeting from a synopsis, no schedule, no location survey and no cast costs, then you will be doing a lot of more or less educated guesswork. On the other hand, if you are doing your last budget before the shoot and you have final schedule, cast negotiated and various set quotes for equipment, post production, art department, etc, then the budget document will be more accurate. Everything is negotiable but it's better to estimate as thoughts crew, cast and facilities are hard to get".

As explained by Damien Parer, cost estimates are a good basis for film production management. With this budget forecast, the producer has an estimated budget for the

elements in the scenario. Each element in the scenario will be evaluated, this process is called scenario review. By evaluating the scenario, the producer can see the needs of each element in the scenario and translate it into budget forecasts.

In the history of Indonesian national film, production service also plays a role in the efficiency of film production management that is filming abroad. Production services can be individuals or companies. In general, for individuals known as location fixers or commonly called fixers. It is a person who helps the "foreign" team (outside the region or the State) in the area where he lives as a liaison between the foreign team and the community and the local government".

Fixer is responsible for managing visa applications, licensing with location owners, connecting with local informant or location owners, searching for vehicles and coordinating with local teams and foreign teams / outside the region, and so on.

If the fixer uses individual services, the working relationship becomes cooperative production with the individual, while if the fixer is used by the company, then the working relationship becomes inter-production with the company. Where foreign production houses will cooperate

with local production houses to facilitate them in conducting shooting until the process is completed.

Methods

This study uses a qualitative method. The qualitative method is a research focus that contains the questions given to the resource person and the question will be answered. These questions were asked to find out the description that will be revealed in the field. The answers given by the informant can help researchers in making interpretations of the data obtained.

Data collection was conducted by conducting interviews with several Producers who were filming abroad as informants.

Result and Discussion

The results obtained from interviews with film producers who filmed abroad showed that there were several strategies for shooting

abroad at low costs. The strategies that support the implementation of overseas filming to be low-cost are as follows:

1. Stories and scenarios
2. The limited number of teams where only leaders from each department who are allowed to take part in shooting abroad.
3. The right fixer who understand the rules and has good network in the country.
4. Location that opens cooperation for sponsorship
5. Sufficient equipment and tend to use the sun (available light)
6. A good team work
7. And others.

The concept of time value of money also has a close relationship with the concept of budget forecast in film production management.

The main factor that influences the size of the budget is the existence of the currency exchange rate from Rupiah value to the currency exchange rate in the country where the shooting is located because the currency exchange rate of each country changes and the value of the currency is not fixed. Changes in currency exchange rates from each country have changed very quickly and have the concept of time value of money. In the context of financial management, the time value of money has the concept that the value of money received today is more valuable than what is received tomorrow. The relevance between financial management that has the concept of time value of money and the concept of production management regarding the budget used overseas shooting is that the money used today for production needs when shooting abroad are more valuable than the money spent on to-

morrow. This is related to changes in currency exchange rates that move very quickly in seconds, making the concept of time value of money as one of the external factors which is a major factor in influencing the management of shooting production abroad. The main external factor here is the use of the film production budget when shooting abroad by adjusting the exchange rate of the rupiah which was converted to currency in the country used as the filming location.

From the results of this study it can be concluded that there are several internal factors that can be planned and controlled, namely narrative, creative and production management. And there are external factors that cannot be controlled such as foreign exchange rates. The foreign exchange is a global economic factor that can affect from initial costs to expenditure. The relevance of this study shows that currency exchange rates are very influential when shooting abroad and can affect the cost of shooting.

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