



Lekesan: Interdisciplinary Journal of Asia Pacific Arts

Journal homepage <http://jurnal.isi-dps.ac.id/index.php/lekesan>

Electronic News Gathering (Eng) Style in The Production of Dabdap Putih Village's Profile Video

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This research focuses on analyzing the process of creating a profile video of Dabdap Putih Village with the application of the Electronic News Gathering (ENG style) concept as part of village branding efforts. The background of the study illustrates the change of village name from Dapdap Putih to Tista, which is considered to have a negative impact on the community's economy. In response, on January 1, 2023, the name of the village was re-inaugurated as Dapdap Putih, requiring an effective information medium to disseminate this change. The research method used is qualitative with data collection through literature studies, in-depth interviews with related parties, direct observation at profile video production sites, and electronic and non-electronic media documentation. The research analysis refers to the concept of ENG style by utilizing film production management theory and process management. The results of the analysis show that the use of ENG mode in making profile videos provides speed, flexibility in editing, and effective mobility. The production process of the Dabdap Putih Village profile video consists of three stages, namely pre-production, production, and post-production. In production management, five management process frameworks are applied: planning, organizing, staffing, leading, and controlling. In conclusion, the use of modern media technology such as village profile videos with an ENG style approach can be an effective village branding tool. With the involvement of a skilled production team, the use of this technique can increase efficiency in disseminating information and promoting village name changes, as well as showing the best characteristics of the village to the wider community.

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Received August 30, 2023; Accepted November 16, 2023; Published November 16, 2023

<https://doi.org/10.31091/lekesan.v6i2.2515>

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Introduction

In the past, Desa Dinas Dapdap Putih was under Pengastulan District, a unit of the indigenous people of Dapdap Putih, which was supported by 3 traditional hamlets (banjar), namely Banjar Adat Tista, Munduk Mengnu, and Banjar Adat Munduk Tengah. The name of Dapdap Putih Village was replaced with Tista Village. Along with the eruption of Mount Agung in 1963, the community's economy continued to decline, promising agriculture, especially plantation commodities, was no longer the foundation of the people's economy. Villagers believed this decline was due to the change in the name of the village of Dapdap Putih to Tista Village. So, the people of Tista Village wish to return to using the name Dapdap Putih as the village's name as the ancestors passed it down. On January 1, 2023, the Village Name Dapdap Putih was inaugurated as the village's name.

For the massive dissemination of information related to the name change, it is necessary to use information media that aligns with today's public needs. One of the ways to do that is to build a branding of the village as an identity in the form of a profile video. The profile video of the village was created to market/advertise the change in the name of Desa Dapdap Putih. The product visual being advertised must show its best characteristics. For this reason, in producing a village profile video, of course, it must be in accordance with the purpose of making the village profile video. Apart from visual techniques, the power of narration in a profile video and video energy also plays an important role in making the profile interesting. According to Kasali, there are 14 ways to make advertisements that steal the attention of the audience, including the best visuals and the best voice (Joined, 2007).

As a form of community service, the Film and Television Production Study Program, Faculty of Fine Arts and Design, Indonesian Institute of the Arts, Denpasar, went into the field to create village profile videos according to the needs and demands of the village community. On December 23, 2022, as many as 12 educators, educational staff, and students were involved in the production. To save time, the production process of shooting a profile video is carried out in one day, using ENG techniques.

ENG is an acronym for Electronic News Gathering. Production techniques equipped with ENG tools are generally used for news coverage. Electronic news gathering (ENG) or electronic journalism (EJ) is the use of electronic video and audio technology by journalists to collect and present news[1]. The term was coined during the advent of videotape technology in the 1970s. ENG can involve anything from a single reporter with a single professional video camera to an entire television crew bringing a truck to the scene. This is interesting to study because, in general, the production of profile videos uses complete Electronic Field Gathering (EFG) technology. Based on the background above, the question is, how is the process of creating a profile video for Dapdap Putih Village with the ENG style concept?

Research Method

This study uses a qualitative method by describing the process of creating a profile video of Dapdap Putih Village that applies the ENG style. Information was obtained using data collection techniques through literature reference studies related to the production of profile videos, ENG techniques, and from the profile book of Tista Village, now known as Dapdap Putih. Apart from that, data collection used in-depth interviews with directors, and the production team, including the Coordinator of the Film and Television Production Study Program. Direct observation techniques were also carried out at the production site for making a profile video in Dapdap Putih Village, and documentation was taken from electronic and non-electronic media. The stages of this research analysis use qualitative research methods. Meanwhile, to describe the process of creating a profile video for Dapdap Putih Village using the ENG style concept, it is used with Film Production Management theory, which consists of 3 stages, namely pre-production, production and post-production (Susanthi et al., 2018) as

the main theory and Hanafi's management theory in the explanation details of the profile video production process. Hanafi said that there are several management process frameworks, in this case, 5 management process frameworks are used, namely (1) Planning, (2) Organizing, (3) Staffing, (4) Leading, and (5) Controlling. The organizing and staffing management framework is merged into 1 framework [3]. These two basic theories are used to identify and explain the production process of the Dabdab Putih Village profile video by applying the ENG style concept.

Analysis And Interpretation Of Data

Camera types can be divided into 3 categories, namely ENG (Electronic News Gathering), EFP (Electronic Field Production) and Studio Cameras. Electronic News Gathering (ENG) is a set of production tools generally used for news coverage. ENG has made television news reporting livelier, faster and more flexible. More and more use ENG to generate spot reports of events occurring both far and near for broadcast to viewers. Events never stop happening, therefore, to cope with the heavy flow of events and fresh news to report, the ENG method helps speed up reporting, processing and delivery. ENG is a basic method of collecting and editing images and words and putting these on the air (AMARAEBIUGWU, ARIRIGUZOH STELLA, 2006).

ENG technology has three important technical features, namely helical scanning, portability and ease of editing. A typical ENG reporting team includes: i) a reporter who is responsible for the facts and words used in reporting the story, ii) a videographer who is responsible for recording the video and sound elements of the story, iii) a technician in the van who is responsible for controlling equipment and microwave or satellite transmission. ENG confers three basic benefits for broadcast news reporting. These are: i) Speed: Speed reporting technology creates news as videotapes and digital discs from ENG machines that are available and ready for editing as soon as they are recorded. All the reporter has to do is to remove the tape from the machine. ii) Editing flexibility: The technology allows for the fast construction of a news agency. Sounds and visual effects can be added for emphasis. Some models of base equipment have an editing unit attached to them. This means that reporters can edit their stories right there on location before they even reach the studio. iii) Mobility: The use of helicopters, microwaves and satellite news-gathering equipment has made it possible to reach farther and faster to any part of the world to cover current events. Therefore, it adds depth and breadth to news coverage and broadcasting live from the scene of a story.

Profile videos are a powerful media tool for promoting an area, product, and promoting a company or institution (Haryoko, 2012). Creating the Dadap Putih Village profile video applies 3 stages of creation. The stages of creation consist of pre-production, production and post-production. This stage is elaborated with basic concepts and management theory, which consists of 5 management process frameworks, namely (1) Planning, (2) Organizing, (3) Staffing, (4) Leading and (5) Controlling. Management includes activities carried out by one person or even more than one person to coordinate profile video production activities in accordance with the demands of the scenario and the purpose of making a profile video.

Original Products

Pre-production is the initial stage of making a profile video for Dabdab Putih Village. The first step to take is as follows:

Planning.

This stage sets the goal of making a profile video for Dabdab Putih Village to promote the village's potential and provide information to the public regarding the change in the village's name from Tista Village to Dabdab Putih Village. Based on this goal, a plan was

prepared: a shooting schedule, a draft script, and a list of equipment needed. Referring to the meeting results with the production team, a production schedule was set, namely, 1 day on December 23, 2022. In preparing the profile video script, the literature reference for the Dabdab Putih Village book was used. To obtain authentic data in the field, data mining was carried out through research. In this case, the task is to find the data for the copywriter. The copywriter will study the data obtained, the targets and the media used to disseminate information (Susanthi et al., 2018). Aside from that copywriter will continue to communicate with the Village Head of Dadap Putih and village officials to discuss what is wanted and what is not wanted until an agreement on the storyline is reached. In creating a profile video, a narrative concept is defined that displays the landmark and village's natural potential. Based on this concept, the initial stage is the process of compiling a village profile video script. This stage also prepares the team and equipment to be used. Considering that the team did not carry out a site survey before production, the unit manager prepared all forms of equipment for shooting outdoors and indoors. With the ENG style technique, the equipment used is the basic shooting equipment consisting of 1) a camera to record images and sound; 2) a tripod to avoid shaky shooting; 3) a camera light for poor lighting conditions; 4) a microphone for recording voice interviews. Following are details of the equipment used during the production of the Dadap Putih profile video.

List of equipment used for profile video production of Dabdab Putih village

NO	Equipment Names
1	Camera Sony A7S
2	Metabones canon to e-mount
3	Canon Lens
4	Sigma Art 35mm f1
5	Tripod
6	Drone
7	Lighting
8	Gimbal Stabilizer
9	dji ronin rs3 pro combo rig

Organizing (Organizing and Staffing)

This stage is an activity to coordinate resources, tasks and authorities so that the goals are achieved in an effective and efficient way. This stage was strengthened by issuing an assignment letter for making a profile video for Dabdab Putih Village, involving 16 people consisting of 11 teaching staff, 1 education staff, 1 staff, and 3 students. The chairman, I Made Denny Crina Putra, leads the production of the profile video as well as the producer, line producer, scriptwriter, copywriter, camera operator, unit manager and editor.

Production

The second stage is production, turning the script into an audio-visual form [5]. This stage is the most important stage, namely taking pictures/shooting. A very crucial stage in which the ability of the director, DOP (Director of Photography) and the cameraman really determines the results of the pictures to be taken (Cinematography, n.d.). Therefore,

mastering the camera and lighting is very important to get the best picture results according to the needs of the script. At this stage, the application of the ENG mode is carried out as follows:

Profile video production was carried out in 1 day without going through a site survey. This is done because the form of activity is service with a minimal production budget.

Data collection techniques are directly carried out at the time of production. The copywriter, although previously received data support from submissions of village profile books, at the time of production confirmed the accuracy of the data. It was at this moment the copywriter and the director worked together to collect data from a brief meeting with the village head accompanied by village officials. From this meeting several points were found to guide the shooting process.



Figure 1. The first agenda is introductions and meetings with the Dabdab Putih Village Head and village officials

The director, like a reporter, directs the sources and cameramen assigned to get the picture and plot needed. The director divided the team into 2 groups for shooting with different locations. The director only directs the required shot list, including taking beauty shots and establishing shots.



Figure 2. The director, like a reporter, directs the needs of the picture and divides the team into 2 team groups to speed up production

In each group, there are DOP, assistant cameramen, runners and directors along with copywriters who are accompanied by several village officials who guide them to the location.



Figure 3. The process of taking pictures by the two teams at the same time at different places

During the production of shooting, like news coverage, the copywriter also looks for data and conducts short interviews based on the narrative support in the visuals.

In this case, the DOP directly acts as a camera operator who is responsible for the technical aspects during the recording, ensuring that the color of the image is correct, the placement of the image is correct, the sound is recorded, and all the best images are filmed.



Figure 4. The process of shooting as well as searching for data from interviews

The third stage is post-production. This stage is the final stage of the profile video creation process. This stage is often called the editing process. This stage is carried out after the process of shooting previously. In general, most of the errors that occur during the process of shooting can be repaired and resolved. Communication between the editor and director is very important in this process. Editing a film requires feeling, therefore, it requires an understanding of the emotions of the visual set to be edited. The software used also helps improve the results of editing. At this stage, using the technique of editing fast and low cutting aims to provide a rhythm of images to give a dynamic visual impression. The sound system in this promotional video uses diegetic and non-diegetic techniques. Diegetic sound system uses ambience from the sounds of nature, including water, wind and the atmosphere of the rice fields. Non-diegetic techniques use music scoring as a blend of traditional and modern using elements of gamelan, electronics, songs/*sinden* and narrative.

The application of ENG technology in the production of the profile video of Desa Dapdap Putih has three important technical features, namely portability and ease of editing because the images taken are stable and according to the director's needs. The production team for a typical ENG includes i) a reporter who is responsible for the facts and words used in reporting the story in terms of the production of a profile video involving the director and a team of copywriters; ii) a videographer who is responsible for recording the video and sound elements of the story. The profile video production consists of 2 DOPs and 2 camera operators, and 2 drone camera operators. The involvement of 6 people in this shooting was due to the short shooting time, so the team was divided into 2 groups; iii) a technician in the van. The making of the profile video does not involve the operator controlling the equipment and microwave or satellite transmission. ENG style was used to create the Dabdab Putih profile video as it has three basic benefits, namely i) Speed: Speed technology in ENG techniques allows visuals that are available ready to be edited immediately after recording; ii) Editing flexibility: Technology allows for fast construction of an information base. Sounds and visual effects can be added for emphasis. Some models of base equipment have an editing unit attached to them. In this case, it is very possible to bring an editing tool in the form of a laptop to help with the data transfer process and simple editing. Even the director, accompanied by a copywriter, can compose a profile video storyline on location; iii) Mobility: Data transmission technology has made it possible to reach farther and faster to any part of the world to cover current events. Therefore, this adds to the depth and breadth of profile scripts that can be produced and broadcast on social media channels. This was done to target a millennial target audience with characteristics that are easy to access, have good visual quality, and are easy to distribute (Susanthi et al., 2023).



Figure 5. Screenshot from Dabdap Putih Village Profile Video

Conclusion

The development of technology and information is currently increasing rapidly with various kinds of media, the use of promotional media on profile videos sometimes provides a special attraction, especially for television advertising services and social media, so that advertisements reach consumers, clear promotional media are needed. The more developed the era, the more developed the way, time, and concepts and ideas of the media for conveying information. Starting from the dissemination of information by word of mouth, which has a small distribution area, and digital media, such as advertisements, which have a short duration, but have a wide area, as well as exciting ideas and concepts in conveying promotional media. Dapdap Putih Village, which was previously known as Tista Village, needs information media and village promotion related to this change.

The dedication of the Film and Television Production Study Program, Faculty of Fine Arts and Design, Indonesian Institute of the Arts Denpasar in the odd semester of 2022/2023 is effective for the people of Dapdap Putih Village by creating visual works in the form of village profile videos. Considering the efficiency and effectiveness of time and budget, the production uses the Electronic News Gathering (ENG) style. This technique has three critical technical features, namely portability and ease of editing, because the images taken are stable and according to the director's needs. The production team for ENG only involves 2 of the 3 teams that are typical for ENG, namely the director and copywriter team, who are responsible for

reporting facts and words used in the profile video narration, more videographers are involved than the ENG team in general, namely 2 DOP and 2 camera operators and 2 drone camera operators. The involvement of 6 people in this shooting was due to the short shooting time, so the team was divided into 2 groups. The technician in the van on the ENG team was not involved in making the profile video because the broadcast was done 1 week after shooting. Making a Dabdab Putih profile video that applies ENG style shows three basic benefits, namely: i) Speed ii) Editing flexibility, and iii) Mobility.

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