

DEVELOPMENT OF THE POTENTIAL OF TOURIST VILLAGES WIRUN, MOJOLABAN, SUKOHARJO THROUGH VIDEO DESIGN USING DOCUMENTARY FILM METHODS AND COLOR GRADING

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Abstract (English)

Tourism has a significant impact on the development of other sectors in Central Java, including Sukoharjo. Desa Wirun, located in the Mojolaban sub-district, is renowned as a center of gamelan industry with abundant artistic and cultural richness. However, there are challenges in preserving and promoting this cultural heritage. This study aims to enhance the tourism appeal of Desa Wirun by producing a documentary film that highlights local cultural aspects, including gamelan, crafts, and local festivals. By employing digital technology and color grading techniques, the film is expected to increase the village's visibility online and attract more tourists. The study's results indicate that the involvement of local communities and tourists in the creative industry can enhance tourism potential and serve as an effective promotional tool for the cultural and artistic values of the region.

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Abstrak (Indonesia)

Pariwisata memiliki dampak signifikan terhadap perkembangan sektor lain di Jawa Tengah, termasuk Sukoharjo. Desa Wirun, yang terletak di Kecamatan Mojolaban, terkenal sebagai pusat industri gamelan dengan kekayaan seni dan budaya yang melimpah. Namun, ada tantangan dalam menjaga dan mempromosikan warisan budaya ini. Penelitian ini bertujuan untuk meningkatkan daya tarik wisata Desa Wirun dengan membuat film dokumenter yang menyoroti aspek budaya lokal, termasuk gamelan, kerajinan, dan festival daerah. Menggunakan teknologi digital dan teknik color grading, film ini diharapkan dapat meningkatkan visibilitas desa di platform online dan menarik lebih banyak wisatawan. Hasil penelitian menunjukkan bahwa keterlibatan komunitas lokal dan wisatawan dalam industri kreatif dapat memperbesar potensi pariwisata dan berfungsi sebagai alat promosi yang efektif untuk nilai budaya dan artistik daerah tersebut.

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Film Dokumenter, Promosi Wisata, Industri Kreatif, Desa Wirun

1. INTRODUCTION

The tourism sector has become an important sector for the development of other sectors in Central Java. In order to know whether the tourist sector can contribute to the economy of Central Java, it is important to know how great the role of the tourism sector in Central Java is. In recent years, the tourism sector has become highly competitive, necessitating the need for new products to meet tourist demand and help local communities earn additional income (Liu & Guo, 2023). It will help the population's survival because of its role in combating poverty, reducing socioeconomic inequalities, and improving the community's standard of living (Santika et al., 2023; Nilam, 2020).

Sukoharjo is renowned for a variety of nicknames that embody the unique identity of a region that is truly worth celebrating. Sunan Kalijaga utilizes the gamelan, a traditional Java musical instrument, to disseminate knowledge and practice traditional medicine. In addition, Sukoharjo district also offers a variety of interesting tours, such as historical, cultural, culinary, and amazing nature tours. Sukoharjo also boasts a unique cultural feature: the gamela industrial center located in the village of Wirun, within the town of Mojolaban. Sunan Kalijaga uses the

gamelan, a traditional Java musical instrument, as a tool to spread the Islamic religion in Java (Hasan, 2023).

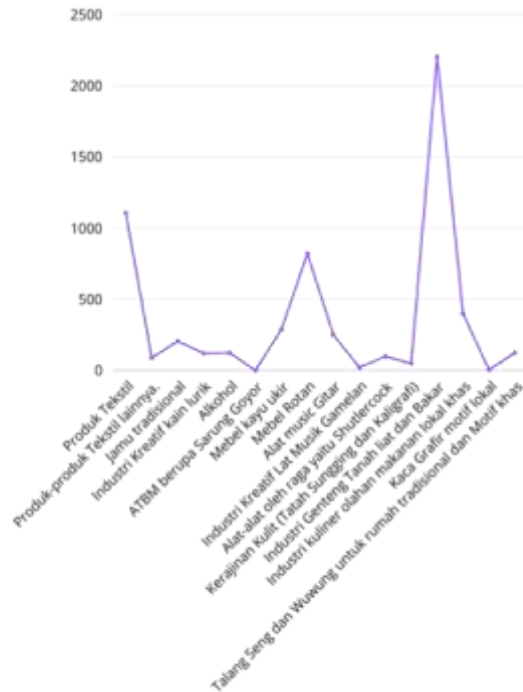


Figure 1. Observation and Research Resources: (Muhamad et al., 2022)

Wirun village, located in the Mojolaban district of Sukoharjo, has great potential for tourism and industrial development. Wirun Village Development focuses on two main aspects, such as environmental sustainability and economic empowerment of communities (Mustaqimah et al., 2023).

One of the tourist villages is Wirun Village, which is located in Mojolaban, Sukoharjo, Central Java. The District Chief of the Second Level, through decision No. 556/460/IV/1993, established Wirun Village as a destination for agro, art, and culture tourism, as well as the gamelan industry, beginning in 1993. Wirun village, however, is currently facing the challenge of preserving its cultural wealth. This village has incredible artistic potential, including gamelan, paper sculptures, goyor fabrics, Oura Sonosewu, and Bridal Strap. However, its cultural development gradually diminished.



Figure 2. UMKM dining house Mr. Rudi 21

One of the main problems in this village is the lack of optimum use of existing promotional media. Therefore, our solution is to increase the use of existing promotional media with a more efficient approach, strengthen it through improved quality and quantity of content, and expand the extent of promotion through relevant social media. We hope that the solutions we offer will address the existing problems and increase the tourist attractiveness of UMKM Village Wirun.

As part of the development of technology in the digital age, the visual audio or video industry produces works in the form of films (Alforova et al., 2021). Nowadays, film is a popular medium because it can serve as an entertainment and effective means of delivering information or messages, supported by interesting stories, clear audio, clear images, and high-resolution videos. This factor also influences the audience's interest in watching a movie (Aditya Putra & Triadi Sya, 2024). Documentary films are an informative and educational medium that conveys facts and real data to the public. Information technology has made it easy to distribute short films, known as documentaries, over the Internet. Due to their brief duration, filmmakers must carefully select each shot's content to ensure a compelling message for the audience. Documentary films use visual audio media to facilitate understanding of the information delivered (Ahmad et al., 2022).

Color grading is a crucial aspect of filmmaking that many in the industry often overlook, while the audience often remains unaware of its existence (Yanaayuri & Agung, 2022; Han et al., 2018; Ma & Guo, 2023). The primary goal of this process is to create a seamless movie experience and ensure the audience perceives the movie as intended (Pan et al., 2019; Fernando, 2020).

The methods of documentary filmmaking and the color assessment process used in this research are unique. The study examines how documentaries, as information and educational media, are able to convey real facts and data to the public in an engaging and effective way. In the digital age, the distribution of documentaries is becoming easier via the Internet, allowing the spread of broad and rapid messages.

Based on the above, the author's researchers, as producers, applied an excellent color grading technique to continuously build the colors of each indoor and outdoor scan on a documentary promotional video work entitled "Wetan Bengawan Trip."

2. METHOD

This study will use a qualitative research approach with the goal of understanding the audience's needs. This research is descriptive in nature, with the aim of describing the collected

data based on the actual condition of the object, in order to address the research problem effectively.

A research design should explain the relationship between variables, virginity collection, and data analysis. This allows researchers and others involved to understand how variables interact (Suhardi, 2023). This research focuses on the community of Wirun village, creative industries, and tourists visiting the village. Subject selection is based on their relevance and involvement in the development of Wirun village's tourism potential.

In this study, data was collected through observations, in-depth interviews, and documentation. Observations are done in person by looking at community activities, environmental conditions, and tourism opportunities in Wirun villages. In-depth interviews are done with people in the creative fields, tourists, and the general public to get more information about their experiences and perspectives. According to the researchers, the focus or concentration in making the documentary "Wetan Bihwan Trip" is determined by (Andiyanto Putra, 2023) different locations, spaces, atmospheres, and lighting. Therefore, to color balance and create a natural atmosphere or mood, the application of basic correction techniques, color lumetry, and secondary HSL tools is required.

To analyze the data using qualitative analysis methods, we follow these procedures, data presentation, presenting the reduced data as a story, table, or other visual aid to aid in understanding. data reduction, deleting unnecessary data and selecting and summarizing crucial data, and conclusion drawings, drawing conclusions from the presented data to address research questions and objectives.

3. RESULT AND DISCUSSION

The color adjustment process is crucial to improving the visual appeal of documentary films. These films can trigger the audience's feelings by changing the tone of colors to suit the atmosphere of the scene. This technique not only makes the documentary more attractive but also makes the narrative more interesting.

The study found that involving local communities and tourists in the creative industries could significantly increase the tourism potential of the Wirun village. Through participation in video production, both groups contribute to the story process, ensuring original and relatable content. It is proven that the use of documentary films as promotional media effectively showcases different cultural and artistic aspects of the village of Wirun. Documentary films showcase gamelan, traditional crafts, local festivals, and other cultural heritage. This method attracts more visitors and increases the village's visibility on various online platforms.

This documentary depicts the behavior of art and culture workers (umkm), in indoor and outdoor systems using the *SONY A7ii* camera production tool as well as the *S-LOG 2* color profile setting with a flat or natural character. And editor using software *Adobe Premiere Pro CC 2020*. In this documentary, "Wetan Bengawan Trip," many different places, spaces, atmospheres, and lighting are the focus. Therefore, to create an ideal color balance and a natural atmosphere or mood, it is essential to use basic correction techniques, color lumetry, and HSL secondary tools.

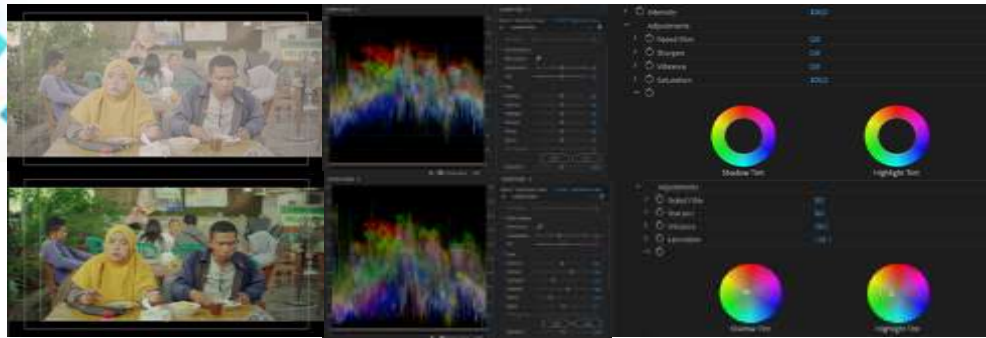


Figure 3. Color grading Adjustment Layer result on documentary video
Source: Personal Documentation

The following is For color continuity, this technique is used as follows:

- a. S-Log 2 color of the camera
- b. Before and after the end of correction
- c. Lumetry color or dynamic range on video

a. Basic color correction

Tabel 1. Basic Correction Settings

Tools	Value (Nilai) Sebelum	Value (Nilai) Sesudah
Temperature	0,0	5,0
Tint	0,0	1,7
Exposure	0,0	2,4
Contrast	0,0	-33,3
Highlights	0,0	-54,2
Shadows	0,0	61,7
Whites	0,0	-65,0
Blacks	0,0	4,2
Situration	0,0	100,0
Viberance	0,0	0,0

Sequence Outdoor UMKM dining house Mr. Rudi 21

The researchers used the basic correction on one image scan of UMKM dining house Mr Rudi 21. They change the temperature from 0 to -16,7, and the color stays the same. The reason for changing the temperature and color doesn't change is for the image to become whiter usually, This color temperature balance should be near average, as in film S-Log 2, the original flat and yellow skin tone influences the skin color regardless of how unpleasant it is to behold.

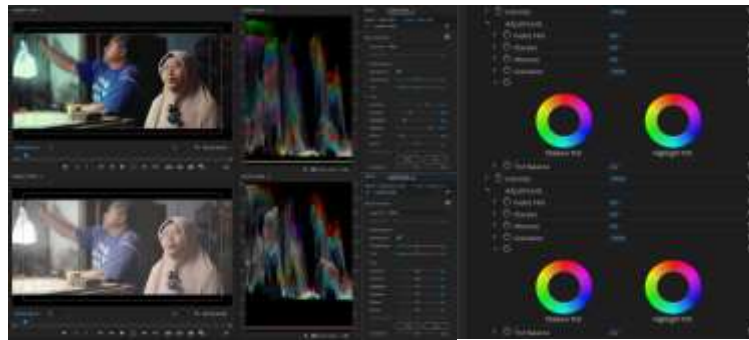


Figure 4. Color grading Adjustment Layer result on documentary video
Source: Personal Documentation

The following is For color continuity, this technique is used as follows:

- a. S-Log 2 color of the camera
- b. Before and after the end of correction
- c. Lumetry color or dynamic range on video

a. Basic color correction

Tabel 2. Basic Correction Settings

Tools	Value (Nilai) Sebelum	Value (Nilai) Sesudah
Temperature	0,0	-16,7
Tint	0,0	0,0
Exposure	0,0	-0,3
Contrast	0,0	29,2
Highlights	0,0	-35,0
Shadows	0,0	15,8
Whites	0,0	-45,0
Blacks	0,0	0,0
Situration	0,0	101,7
Viberance	0,0	34,2

Sequence indoor fiber mbah brambang

The researchers changed the white value to -65,0 to strengthen the background and sharpen the illumination so that it does not cause the effect of white to be too white. They also changed the black value to 4.2 to add black to the shadow to make it look soft and sharp. When black is not adjusted correctly, the black shadow can become concentrated.

4. CONCLUSION

As this study shows, the tourism potential of Wirun Village can increase significantly if local communities and tourists engage in creative industries. Gamelan, traditional crafts, and regional festivals are some of the cultural and artistic aspects of the village that can be promoted through documentary films as a tool of promotion. The message to be delivered is more attractive and can increase the tourist attractiveness of Wirun Village by using documentary filmmaking techniques and appropriate color grading techniques. They can also increase marketing reach through various online platforms. The results of this research serve as a reference for steps that can be taken to develop documentary-based media to promote tourism.

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