

THE ROLE OF THE PRODUCER IN THE PRODUCTION OF THE FEATURE PROGRAM 'BACKSTAGE' EPISODE 'BEHIND THE SCENES OF THEATER ARTS

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Abstract

This "BACKSTAGE" program is a feature format television program. This Backstage program will discuss all things related to behind the scenes of an event. This program is also very interesting because Backstage itself is a VIP area, not everyone can see and enter the Backstage area. This research has three benefits, namely general benefits, practical benefits and theoretical benefits. as for the purpose of this research is to provide information to the audience both those who watch and those who read this journal the importance of preparations made and prepared to support the smooth running of a Theater Arts. The creator of the work as a Producer creates an event program entitled "BACKSTAGE" in the making of this work is divided into three stages, namely pre-production, production and post-production. in addition to having full rights to a production, Producers also have duties in preparing an idea, conducting research, developing ideas, finding talent, recce, preparing tools, assisting the reading process, licensing production locations, preparing tools needed by each department and making production plans starting from schedules, drafting budgets, job descriptions, and real budgeting. In addition, the producer also controls during the filming and editing process, consumption, prepares accommodation and To avoid over time during the production process, the Producer makes a crew call that is adjusted to the hourly needs of each department.

Keywords: *Producer, Program Feature, Backstage*

1. INTRODUCTION

Every TV station in Indonesia today is fighting hard to win the attention of viewers. To fight the competition, television produces programs that are different, dynamic and loved by the public. Feature news program is one of the creative programs that can attract attention and not boring to watch. Feature as a reportage program that is packaged in depth and breadth with a little touch of human interest aspects.

Television stations generally broadcast programs such as culinary notes, tourist destinations, lifestyle activities, hobby activities, communities, and others. These programs fall into the category of feature programs (Syafira Zaen & Ramadhan, 2018) in (Nabila & Irawan, 2023).

Programs that deal with a topic or a theme expressed through different perspectives are also complement, deconstruct, critically examined and presented in various forms can be referred to as Feature. In function a topic can be represented by combining several program formats at the same time. For example, interview (interview), Program, vox-pop, poem, music, Song, short episode, or clip. The function is Program. That's why links are

necessary or shortcuts to connect one form to another. An introduction is a combination of documentary, opinion and expression.

Harold Lasswell in his work *The Structure And Function Of Communication In Society* (in Rakhmat, Jalalludin, 2001: 116), states that the best way to explain the communication process is to answer the question: Who Says What In Which Channel To Whom With What Effect which can be interpreted as Who Says What? Says What Through What To Whom With What Effect.

Based on Laswell's explanation above, this television program was created with the concept of Features conveying information about the reality of young people's lives today (saying what), through television media (on which channel) to the public, especially young people (for whom) in the sense of the public to understand the various realities of today's youth (with what implications)(Widjaja et al., 2014).

Story ideas for a program can come from anywhere. Imagination, real experiences, or real experiences that are added to the story of the program maker. The theater of the mind of the audience can be more intrigued when presented with works that contain strong elements of imagination, because everything related to imagination has its own charm that affects a person's theater of mind.

Producer is just a word, but in the world of broadcasting and film, the word Producer has a strong meaning, appeal and influence on the career development and fate of employees and artists. In fact, Producer becomes a magnet for those who want to make a career in entertainment (Latief and Utud, 2017: 3) in (Handanti & Irawan, 2020).

Some of the problems formulated by the introduction of the work include, what is the role of a Producer in creating a BACKSTAGE Feature Program entitled, "Behind the Scenes of Theater Arts" so that it runs according to the plans and concepts that have been made? And how create a BACKSTAGE Feature Program entitled "Behind the Scenes of Theater Arts" so that it is easily accepted by the television viewing public?

The purpose of this research aims to provide information to audiences both who watch and read this journal the importance of preparations made and prepared to support the smooth running of a Theater Arts.

The general benefits in this work for the whole community can provide knowledge in the form of the importance of preparations made behind the scenes to support the smooth running of a Theater Arts. Practical Benefits Useful to the author in adding knowledge in making Feature Programs, and also useful for the author in making creative ideas in making Feature Programs and can be understood by the watching public.

Academic Benefits Theoretically, it is hoped that it can provide knowledge about the preparations made behind the scenes to support the smooth running of a Theater Arts. including the process of writing a script that will be performed, searching for actors, reading, making property needed by the script, making a budget plan and others.

Referring to the above statement, the creator of the work hopes to create an audio-visual work in the form of a Feature genre television program, the duration of which is less than 30 (thirty) minutes with the title, "Behind the Scenes of Theatre Arts".

Backstage is a television program in Feature format, this Backstage program will discuss all things related to behind the layers of an event. This program can be watched by all people, regardless of age, occupation, etc. This program is also very interesting because Backstage itself is a VIP area, not everyone can see and enter the Backstage area.

This program will be packaged in a contemporary way in the first episode. This "BACKSTAGE" program carries the title "Behind the Scenes of Theater Arts".

This Final Project work is composed by a team of three people who act as: Program Director, DOP (Director of Photography), and of course Producer. The role of Producer in this production team was taken by the creator of the work who was in charge of arranging schedules that were adjusted to the agreed time. As a Producer, the creator of the work also needs to serve and fulfill all forms of needs needed by the production team.

2. LITERATURE REVIEW

2.1. Feature Program as Entertainment and Information Media

Some aspects that can be considered as a television program format are; the basic design of the television program concept itself; as a basis for creativity and production planning; and several other criteria that will also be adjusted to the purpose and target audience of the program. A game show is a program about a topic that explores and illustrates it in various forms with the aim of entertaining and providing educational information so that the audience is impressed and inspired by the show.

Features have an informative concept because the content contains information and moral messages to the audience and can influence change as well as give an inspirational impression. It can be said to be an inspirational show because it contains interviews, interviews, commentaries, and narratives that use human aspects for drama.

The definition of soft news for Feature Programs does not refer to the content or material in it, but to the terms and presentation model. The subject matter in any form must be enjoyed by the audience in a relaxed manner and the actual story can be presented in a more narrative way. Feature Program itself can be categorized as soft news because the information in it has been processed and explored first before being broadcast or aired live. This ensures that Feature Programs do not need to provide the latest information, but rather information that is real, factual, and accurate.

The Feature Program itself has a simple narrative framework, not difficult to understand and not complex. The structure of the framework consists of a title, introduction, middle, content, and closing. The composition of the Feature Program can be divided into three: open, tell, and close. Every Feature Program must also contain the elements of 5W1H (Who, What, When, Where, Why, and How) or Who, What, When, Where, Why, and How.

2.2. Producer

In the book *People Who Make Movies* in (Handanti & Irawan, 2020) written by Theodore Taylor, he describes a Producer as "commercial yet creative". A Producer is someone who is in complete control of a Production.

In addition to managing the production flow of a film or television program, a Producer also decides on costs and stories and selects suitable candidates for each film processed in his studio. (Joseph, 2011)

According to (Effendy, 2002) in (Dewi & Adi, 2016) the role of a Producer covers more than one part of the production. Both from the creative side and from the production management side; this is done to ensure that the implementation of the production does not deviate and is in accordance with the budget that has been agreed upon together with

the Executive Producer and also in accordance with the overall objectives that have also been discussed and agreed upon together.

2.2.1. Producer Duties and Responsibilities

(Ariatama, A., & Mushlisiun, 2008) in (Handanti & Irawan, 2020) wrote that the duties and responsibilities of a Producer include:

- Finding and determining the core story for production.
- Creating a production proposal following an idea or scenario for a movie or TV show.
- Develop a production and marketing plan.
- Developing and preparing a draft budget for the overall cost of the production.
- Pursuing funding for the advancement of production operations.
- Controlling the production team in accordance with job descriptions.
- Producers are also responsible for the work contracts that bind the entire production team who are legally bound to various parties in the ongoing production.

2.2.2. Producer's Rights

Then the rights of a Producer (Ariatama, A., & Mushlisiun, 2008) in (Handanti & Irawan, 2020) include among others:

- Determine the screenwriter and director.
- Finding and determining the main cast and the entire production team which is determined based on the production plan by involving advice and input from the director and production manager.
- Mentoring the production manager's leadership and guidance and the basics of production performance strategy and production management.
- Receive or request progress reports from each department.
- Producers also have the right to make decisions or mediate when conflicts arise in the field, especially when the production process is disrupted.
- Dismissal or replacement of performers or production crew if it is proven that there are irregularities that have an impact on the overall implementation of the production,
- Producers also have full authority to determine the creative concept of a director if there are changes that arise in the production process.
- And stop the production process if the implementation of the production deviates from the initial plan that has been approved.

The Producer has the right to take over and make decisions on behalf of the director if the director deviates from the production plan or stops the production entirely. For a Producer, success is when the entire movie production process runs smoothly (Handanti & Irawan, 2020).

3. RESEARCH METHODS

3.1. Project Plan Description

Backstage is a television program with Feature format. This Backstage program will discuss all things related to behind the scenes of an event. This program can be watched by all people, regardless of age, occupation, etc. This program is also very interesting because Backstage itself is a VIP area, not everyone can see and enter the Backstage area. In the first episode of the "BACKSTAGE" program, the title is "Behind the Scenes of Theater Arts".

In the Feature Program "Backstage" this First Episode will explore how preparations are made before making or starting a Theater Show. Starting with the title of the program then Opening Host, Video Tape (VT) appears. Opening host, Video Tape (VT) about actors, Actors explain the production process from the actor's point of view.

The second segment is filled with teaser Video Tape (VT) packages. And. Director profile. The third segment begins with a vox pop to the community and theater art lovers, opening host. Production leader interview, Closing Program next on episode 2.

3.2. Art Identification

Program Title : Backstage
Episode Title : Behind the Scenes of Theater Arts
Program Type : Episodic
Program Genre : Feature

This genre is one of the creative programs that is not boring and interesting to watch. From that understanding, the creators and the team decided to challenge our abilities.

Target Audience:

Demographic : All
Ages Geographic : All over Indonesia
Psychographic : All Indonesian people who actively watch television programs
Economic Status : B - A
Gender : Male 40%, Female 60% Duration: 30 Minutes

3.3. Planning Art Creation Phase

As a Producer in the making of this final project, the creator used several methods, namely:

3.3.1. Pre-Production

a. Finding Inspiration

When writing a final project, some of the steps that need to be done first are defining ideas. Ideas or inspiration can come from various aspects of life. From book references, movies, works of art, personal experiences, or stories from other people that are developed by combining real stories and imagination. Before determining the theme or idea, the Producer and the team brainstormed to find an idea that fits the vision of the Producer and the team as a whole. The idea is then developed until the making of the final project can run well from beginning to end.

b. Research

As a Producer, the creator of the work conducts deeper research into the story and concepts taken from the internet, books, and other people's experiences.

c. Idea Development

Based on the research and study of the author, the author and colleagues in the Final Project team then develop the ideas that have been collected to produce a story that is relevant and ready to be developed further in the form of writing.

d. Crew Recruitment

As a Producer, the creator of the work needs to find team members who fit the required job requirements. When all job roles have been fulfilled with members who will certainly participate in the implementation of this final project, then the production team holds a briefing.

e. Recce

Together with the production team of the final project, the Producer conducts a recce that is tailored to the needs of the scenario. The recce process is done by mapping in several locations until the right location is found. Then the creator of the work makes a letter of approval and sends it to the owner of the place as well as to the local area.

f. Tool Preparation

After getting the location, the creator then asks for a list of tools needed for shooting to the DOP, sound stylist, and lighting stylist. Then after being collected, the creator of the work looks for the tools in the list on the tool rental website to meet the requirements and needs of the production with a note that the price of these tools is in accordance with the production budget, then visits or contacts these rental places.

g. Production Plan

The production design is made for reference for each member of the production team, the production design is also made by the creator of the work to ensure that each member of the production team performs tasks according to their job description. In the production plan, the creator writes down the work schedule, budget plan, recce, equipment search, host search, property search, logistics, and transportation.

h. Casting Talent Host

After writing the production plan, the creator and director look for host talents that match the characterization in the script. The host talent must be tailored to the agreed criteria, and the host talent will be considered based on the compatibility of the host talent's personal character with the host talent character sought by the production team. The appearance of the talent host itself is also an aspect of consideration to choose the right talent host.

i. Reading

After the talent host is determined, the writer of the work ensures that the talent host's schedule is in accordance with the schedule determined by the production team so that the reading process can run smoothly without obstacles.

3.3.2. Production

a. Shooting

In the production process, the creator of the work as a Producer needs to ensure that all forms of production requirements are appropriate and meet all predetermined criteria. Then in the event of an unexpected emergency, the production team can provide the necessary items to solve the problem. In order for the production process to run smoothly in accordance with the qualifications made and planned and ensure that the shooting is not over time because it is related to the venue permit and equipment rental.

b. Evaluation

Every time the production process takes place, the creator of the work as a Producer evaluates the entire production team. The creator of the work as a Producer and the team share stories about shortcomings and obstacles in the production process and provide input for the production process the next day. After evaluating and finding problems, the creator as a Producer and the production team find solutions to improve each completed shooting process to achieve a good work process and return to the production plan.

3.3.3. Post-Production

a. Final Budget

Before production begins, the creator of the work as a producer has prepared and compiled a shadow cost budget which then becomes a benchmark for post-production calculations. The budget reference is then calculated to ensure the total cost of expenditure throughout the production period.

b. Controlling

Entering the final stage of production, the creator of the work as a Producer together with the core team of the Final Project monitors the completion process by controlling the final editing process.

4. RESULTS AND DISCUSSION

4.1. Production Report of Feature Program Backstage "Behind the Scenes of Theatre Arts"

The creator of the work must design a plan during the process of making the work to market the work that has been made.

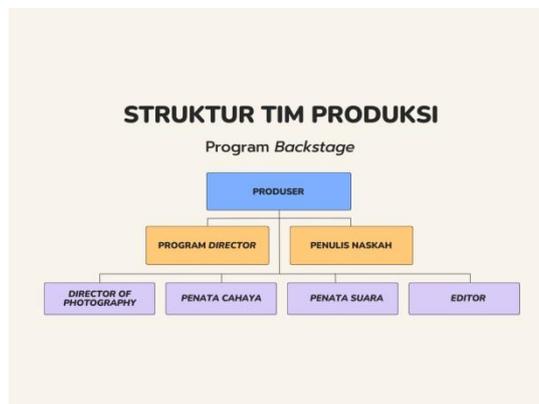
The stages of making Feature program works are divided into 3 parts, namely pre-production, production and post-production. The creator of the work who works as a Producer performs several stages, namely:

4.1.1. Pre-Production

a. Looking for Inspiration

In this stage of finding inspiration, the creator of the work together with the crew image, audio mixing, and animation effects used so as not to deviate from the concept created and meet the team's expectations.

b.Looking for Inspiration



Source: Processed data (2023)

Figure 1. Production Team Structure

The core production had a dialog to find out what ideas could be raised in the making of this final project. In the first dialog, the creator of the work came up with the idea of making a short film or documentary. However, the dialog went on long enough by looking at the advantages and disadvantages of the genre, so the creator of the work and the core crew did not execute the genre.

After a long dialog, the creator of the work and the core production crew decided to find a middle ground in determining the idea of the work to be made. The creator of the work together with the core production crew agreed to raise the feature genre titled Backstage program.

After finding the genre and program title, the creator of the work returned to dialogue to determine what would be raised in the episode of the backstage program. During the dialog, the creator of the work found the idea to raise an art of theater. And it was agreed that the creator of the work to give the title in the first episode of the backstage program was "Behind the Scenes of Theater Arts.

c. Research

The creator and production crew researched ideas from the results of dialogue looking for inspiration based on references to watching television programs and films.

The creator of the work also shared with close relatives and seniors in his field who had quite interesting personal experiences. The creator of the work then discusses the ideas that have been agreed upon by the Core Production Crew with the supervisor about the genre of the work to be raised.

d.Idea Development

After conducting discussions with the supervisor, the creator of the work received a lot of input. Then the creator of the work and the core production crew developed the work based on the research data that the creator of the work had obtained, and held regular discussions with the supervisor.

e. Recruitment Crew

In this process, the producer collaborates with the director to find and determine the composition of the production team. In the production of this work, the creator involved several friends of the theater itself as the Production Crew.

The core crew in this production consists of 3 parts, namely the Producer, Director and Cameraman.

f. Recce

The Production Crew conducts a Recce for location and scenario adjustments. This process involves the Director of Photography, Art Director, Lighting man to map out the concept to match the scenario. The Producer himself plays a role here to obtain permission.

g. Tool Preparation

In the production of this work, the creator of the work as a producer discussed with the crew to determine what tools would be prepared to be adjusted to the existing budget.

The equipment needed included stationery, Macbook 2017, Sony A7 III 16-35mm F2.8 GM Lens, FE 50mm F1.8 Lens, Saramonic Blink 500 Pro B2, Zhiyun Weebill-s Stabilizer Gimbal, Kino Flo Daylight 4 feet, Alkaline Batteries.

h. Tool Preparation

After making various preparations, the Producer also made a production crew composition in accordance with the jobdesk, compiled a work schedule, compiled a budget, conducted recce, searched for tools, Casting hosts, searched for property, logistics, and transportation.

Table 1. Professions in the Work Team

No.	Position	Name	Address
1.	Produser	M. Gentar Bumi Respati	Depok
2.	Director	M. Reza Junitiadi	Bekasi
3.	Script Writer	M. Gentar Bumi Respati	Depok
4.	Director Of Photography	Adjizul Basit Mustopa	Cireundeu
5.	Cameraman	Adjizul Basit Mustopa	Cireundeu
6.	Editor	Adjizul Basit Mustopa	Cireundeu
7.	Audioman	Difie	Central Jakarta
8.	Lighting	Agustian	Pontianak

9.	Art Director	Agus Setiawan	Tegal
10.	Property	Rozi	Tegal
11.	Wardrobe	Nayla	Cengkareng
12.	Consume	Rozi	Tegal

Source: Processed data (2023)

Table 2. Schedule

No	Stage	Activity	April				June				July				August			
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	PRE-PRODUCTION	Determination of Work Idea	█															
2		Determination of Idea and Theme	█															
3		Storyline Creation	█															
4		Synopsis Creation	█															
5		Scenario Creation	█															
6		Treatment Creation	█															
7		Discussion of Program Concept	█															
8		Cinematography Concept Creation	█															
9		Determination of Editing Concept	█															
10		Determination of artistic concept and wardrobe	█															
11		Location Hunting and Hunting Tools			█													
12		Talent Search (Casting)			█													
13		Reading					█											

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14		Recce																		
1	PROD.	Shooting																		
1	POST- PRODUCTION	Footage Review																		
2		Roughcut Editing																		
3		Finecut Editing																		
4		Graphic Editing																		
5		Mixing Audio																		
6		Mastering Audio																		
7		Colour Grading																		

Source: Processed data (2023)

Table 3. Planning Budgeting

No	Item	Amount	Item Cost	Total
1	Script Print	5 Duplicate	-	Rp. 20.000,00.
2	Stationery	5 Pcs	Rp. 5.000,00.	Rp. 25.000,00.
3	Macbook Rental 2017	1 Unit	Rp. 500.000,00 x 2 Day	Rp. 1.000.000,00.
4	Sony A7 III Rental	2 Unit	Rp. 700.000,00 x 2 Day	Rp. 1.400.000,00.
5	16-35mm Lens Rental F2.8 GM	1 Unit	Rp. 250.000,00 x 2 Day	Rp. 500.000,00.
6	FE 50mm Lens Rental F1.8	1 Unit	Rp. 75.000,00 x 2 Day	Rp. 150.000,00
7	Saramonic Blink Rental 500 Pro B2	1 Unit	Rp. 125.000,00 x 2 Hari	Rp. 250.000,00
8	Zhiyun Gimbal Rental Weebill-s Stabilizer	2 Unit	Rp. 500.000,00 x 2 Day	Rp. 1.000.000,00
9	Kino Flo Daylight Rental 4 feet	2 Unit	Rp. 300.000,00 x 2 Day	Rp. 600.000,00
10	Alkaline Battery	6 Pcs	Rp. 50.000,00	Rp. 50.000,00
11	Host / Talent	-	Rp. 500.000,00 x 2 Day	Rp. 1.000.000,00

12	Transportation	-	Rp. 250.000,00 x 2 Day	Rp. 500.000,00
13	Consume	8 Pcs	Rp. 320.000,00 x 2 Day	Rp. 640.000,00
14	Unexpected costs	-	-	Rp. 1.000.000,00

Source: Processed data (2023)

i. Casting Talent Host

In the third and fourth weeks of June, the creator of the work as a Producer and the core production crew cast several talents, the creator of the work did not do open casting. The creators chose several host talents through recommendations from several relatives who had acquaintances with several Host candidates.

After discussing among the core production crew, they chose the one that meets all aspects needed in the script and program concept from several candidates.

j. Reading

After getting a talent host who meets the criteria of the script, the creator of the work as a producer and director conducts Reading according to the schedule that has been made.

k. Reading

During the production process, the creator has several responsibilities including:

• Controlling Schedule

In this case, the creator oversees the schedule that has been made so that during the production process it runs according to the predetermined time and not over time.

Controlling Consumption & Logistics The creator of the work as a producer calculates the amount of consumption that must be prepared during the filming process. The calculation of the amount is calculated based on how many crew members and talents are present during production. As well as providing logistical facilities needed by each part - parts in the production process so that the production process runs smoothly.

• Briefing & Evaluation

Before on cam the Producer conducts several briefings to the entire production crew and players. This briefing is carried out so that the shooting process runs according to the timeline, jobdesk and other mechanisms that have been compiled. And the producer also does not forget to evaluate the entire crew and players, to see what processes get problems and not forget to immediately find solutions together so that the production process runs again in accordance with the mechanism.

• Transportation & Accommodation

To avoid over time during the production process, the Producer makes a crew call that is adjusted to the needs of the department hours. To avoid players not being on time, the producer also prepares transportation and accommodation needs.

I. Post Production

After the Pre-production and Production process, in the Post-production process the creator of the work as a producer conducts final budgeting to ensure that the budget is more or less in accordance with the budgeting design that has been made before.

In addition to final budgeting, the producer and director control the editing done by the editor and prepare consumption needs during the editing process.

No	Item	Amount	Item Cost	Total
1	Print Naskah	6 Duplicate	-	Rp. 30.000,00.
2	STATIONERY	5 Pcs	Rp. 3.000,00.	Rp. 15.000,00.
3	Macbook 2017 Rentals	1 Unit	Rp. 500.000,00 x 2 Day <i>(Disc 50%)</i>	Rp. 500.000,00.
4	Sony A7 III Rentals	2 Unit	Rp. 700.000,00 x 2 Day <i>(Disc 50%)</i>	Rp. 700.000,00.
5	Rent 16-35mm F2.8 GM Lens	1 Unit	Rp. 250.000,00 x 2 Day <i>(Disc 50%)</i>	Rp. 250.000,00.
6	Rent FE 50mm F1.8 Lens	1 Unit	Rp. 75.000,00 x 2 Day <i>(Disc 50%)</i>	Rp. 75.000,00
7	Rent Saramonic Blink 500 Pro B2	1 Unit	Rp. 125.000,00 x 2 Day <i>(Disc 50%)</i>	Rp. 125.000,00
8	Rent Gimbal Zhiyun Weebill-s Stabilizer	2 Unit	Rp. 500.000,00 x 2 Day <i>(Disc 50%)</i>	Rp. 500.000,00
9	Kino Flo Daylight 4 feet Rentals	2 Unit	Rp. 300.000,00 x 2 Day <i>(Disc 50%)</i>	Rp. 300.000,00
10	Alkaline Battery	6 Pcs	Rp. 50.000,00	Rp. 50.000,00
11	Host / Talent	-	Rp. 500.000,00 x 2 Day	Rp. 1.000.000,00
12	Transportation	-	Rp. 250.000,00 x 2 Day	Rp. 500.000,00
13	Consume	8 Pcs	Rp. 320.000,00 x 2 x eat x 2 Day	Rp. 1.280.000,00
14	Unexpected costs	-	-	Rp. 1.000.000,00
TOTAL				Rp. 6.325.000,00

Source: Processed data (2023)

5. CONCLUSION

The creator of the work as a producer created a feature format program, the program created was titled Backstage. This Backstage program will discuss all things related to behind the scenes of an event. This program can be watched by all people, regardless of age, occupation, etc.

This program is also very interesting because Backstage itself is a VIP area, not everyone can see and enter the Backstage area. In the first episode of the "BACKSTAGE" program, the creator of the work with the core crew carries the title "Behind the Scenes of Theater Arts".

Producers play an important role in a feature program production, in addition to having full rights to a production, Producers also have the task of preparing an idea, conducting research, developing ideas, looking for talent, recce, preparing tools, helping the reading process, licensing the location of the production, preparing tools needed for each production, preparing tools needed by each department and making production plans starting from schedules, budget plans, job descriptions, and real budgeting.

In addition, the producer also controls during the filming and editing process and prepares consumption in accordance with the calculation so as not to over budget, prepares accommodation and transportation to provide a sense of comfort and security to all crew and talent. To avoid over time during the production process, Producers make crew calls that are adjusted to the hourly needs of each department.

ADVICE

The creator of the work as a Producer gives advice to readers who want to make a feature program to be more thorough in a preparation made before and starting a filming process, and always be careful in controlling, so that during the process of making the reader's work is structured systematically.

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