

Conference Paper

Design of Short Film “Si Tintin” and Effectiveness in Delivering Messages Regarding the COVID-19 Health Protocol

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ORCID:Ibrahim Aldila: <https://orcid.org/0000-0003-1098-2303>**Abstract**

Like in every part of the world, COVID-19 was the main issue in Indonesia during 2020. The main problem in the community is that they consider the COVID-19 pandemic to be an ordinary situation, resulting in a lack of awareness. This study aimed to produce a short film about COVID-19 and find out its effectiveness in delivering messages regarding the implementation of the COVID-19 health protocol. The research protocol consists of two stages. The first is the pre-research stage, which discusses the use of title themes, and the second is the research stage, which discusses content for design objects. The study produced two short films that discuss two things that are part of the preventive measures, such as the usage of masks and hand sanitizers. Both films represent a group of people who often experience disinformation due to low literacy rate.

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original author and source are
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1. Introduction

Corona viruses are a family of viruses that infect and feed on animals. Corona virus can cause serious disease in certain animals, especially in farm animals such as cows, pigs, chickens, horses, and also in cats. In humans, Coronavirus usually infects in adulthood and old age. With clinical symptoms that appear, namely fever (temperature > 38°C), cough and shortness of breath. In addition, it can be accompanied by *myalgae*, gastrointestinal symptoms such as *diarrhoea* and other respiratory symptoms. The worst possibility of this disease can cause death.

Reports show that the number of patients who were infected with COVID-19 continues to increase every day in Indonesia. Various efforts have been made by the central government down to each region. The Large-Scale Social Restrictions or (Pembatasan Sosial Berskala Besar) policy in big cities, calls for wearing masks, washing hands,

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and checking the entrance of each city have been implemented. However, it seems that these efforts are still ineffective due to the low level of public awareness of this pandemic, which has resulted in the increasing number of patients infected with COVID-19.

Based on the latest data of increase positive cases of COVID-19, East Java is in second place nationally with total of 4,142 positive cases (as of May 28, 2020). Contrast to the position of DKI Jakarta, where the addition of daily cases has begun to decline, East Java has stabilized sharply with the latest additional cases totally 199. (FRD, 2020)

This illustrates that not all East Java people understand the importance of living healthy as part of preventive measures against COVID-19, especially rural communities who are far from the reach of media coverage. Positive and negative news related to COVID-19 has alternated with trending topics in social media headlines. However, in reality this is not really ignored by some of the wider community and even tends to be influenced by negative news on social media. In the end, what happened was the increasing number of new positive cases of COVID-19 and related cases such as rejection of the bodies of positive COVID-19 patients in various regions.

The approach used to provide information about the prevention of COVID-19 would be better if it was done in a fun way, like using a short comedy film using Javanese. Short films can be used to convey information about COVID-19 more completely. Through the short film media so that the public is able to feel and know clearly how the preventive measures shown in this short film. Short films are also able to make the audience feel closer to the movie character, in this case, the main character in the film (Kristanto, J.B, 2011). Furthermore, this film uses Javanese as its main language so that the audience can better understand the message of the film as well as give the audience a sense of closeness. Researchers want to convey that COVID-19 is in the midst of the people of East Java, especially the city of Malang.

This can be seen in several previous studies regarding films as a medium for health promotion for the community. Saleh (2016:1), in his research entitled "Effective Films as Media for Health Promotion for the Community" concluded that adolescents as target audiences can be interested and enthusiastic to see the film and can obtain complete, clear and correct knowledge, which leads to increased attitude and foster motivation. Not only that, Selviana in her research entitled "Health Promotion through Film Media in an Effort to Improve Clean and Healthy Behaviour in Elementary School Children in the Coastal Islands Region" also concludes that there are significant differences in the pre and post results indicating an increase in knowledge. Education through film media can increase the knowledge and attitudes of elementary school children about healthy

living (Selviana, 2018: 1). Through a short film about COVID-19 and how to prevent it, it is hoped that the public implement the correct preventive measures in an effort to break the chain of the spread of COVID-19 so that the number of disease transmission can decrease.

2. Method

The writer designed the short film using a design model which is divided into several stages, namely: Pre Production, Production, After Production, Publication, and Feed-back. In accordance with the objectives of this study, namely, to produce a film on the call for application of health protocols and to find out the extent to which the public can understand the message.

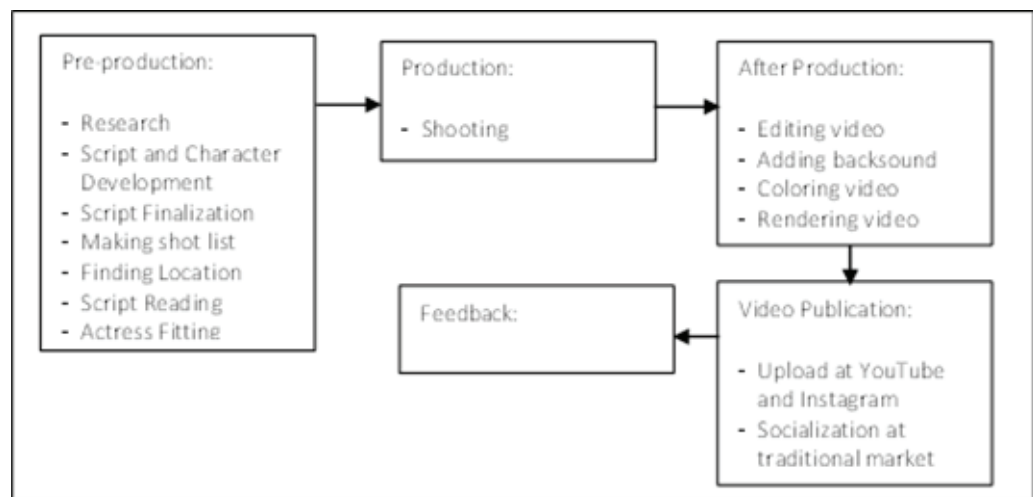


Figure 1: Research model for video making, processed by the author (Aldila 2020).

As the main theme, the authors chose 2 protocols that are quite important to understand for people who have to leave their homes for daily activities, the use of masks and the use of hand sanitizers. Both protocols are quite important for people with high mobility so they don't transmit the COVID-19 virus to each other.

The pre-production stage is carried out in detail to produce a short film that the audience can understand well. Furthermore, the script was also built using Javanese language to create an impression of 'closeness' to the daily life of the audience. Then followed by the production and post-production stages to build a short film according to a predetermined concept. After the production phase ends, the researcher publishes the short film and provides an online questionnaire using the google form platform to measure whether the message in the film can be understood by the audience. The questionnaire is divided into 2 parts for the two episodes of the film, namely episode

1 and episode 2. There are 4 items related to the film which will be measured using a Likert scale. The statement is:

1. I got information about COVID-19 (Corona Virus) from this film
2. I got information about how to prevent the spread of COVID-19 from this film
3. I received information about using a mask / hand sanitizer as a way to prevent the spread of COVID-19 from this film
4. I feel that Tintin's short film can convey the use of masks / hand sanitizers as a good way to prevent the spread of COVID-19

This statements chosen because the writer wanted to find out whether Tintin's film had succeeded in conveying the message about the use of masks and hand sanitizers properly.

Respondents were residents in Malang City, aged 18-60 years who have watched the film Si Tintin. The questionnaire was given through the method of sending messages on the WhatsApp application and when the author socialized the film Si Tintin at Madyopuro Traditional Market and DapurQoe Supermarket in Malang City. The film screening session and questionnaire distribution were held in 2 weeks (23 May-6 June 2020)

3. Finding and Discussion

3.1. Design concept

The design concept from "Si Tintin" Short Movie is to show the public about the prevention of the spread of COVID-19. This film is presented with a comedy genre which is expected to increase its appeal to the audience. All packaged briefly in a short film with 2 different themes and with a duration of under 1-2 minutes. The target audience is adolescents to adults, male and female, aged 18-25. Geographically, it is addressed to all Indonesian citizens, especially the Malang and East Java areas.

3.2. Design message

Based on data analysis about the problems and needs of the community regarding COVID-19 information, in general this short film wants to convey a message with the theme "Mask" for the first video and "hand sanitizer" for the second video. Some conclusions that can be drawn from this film include:

1. Information regarding Coronavirus
2. Information regarding the prevention of COVID-19 is in accordance with the theme raised in “Si Tintin” short movies.
3. The amount of disinformation experienced by the community is due to the lack of good media literacy levels.

3.3. Design implementation

Episode 1: Maskerku Sayang, Maskerku Mahal (My Dear Mask, My Expensive Mask). This film shows two female characters, Tintin’s sister and Tintin who are arguing about the COVID-19 pandemic situation with the main issue of wearing masks in everyday life. This film is combined with comedy elements in it. The camera angle is very influential to add an interesting impression to this film.

First film opens with the introduction of the character of Tintin’s sister, who is described as a middle-aged woman with a high level of literacy by reading the newspaper as her preferred medium for gathering information. Tintin’s sister was sunbathing on pyjama while reading the newspaper. This represents a group of urban people who are have good literacy levels. Meanwhile, Tintin is described as a public who likes to search for information from the internet but does not do in-depth research on the information obtained so she experiences disinformation.



Figure 2: Screenshot from Film 1: opening, content, closing.

From here, the audience will be curious about Tintin’s actions, who insist on playing outside the house even during the COVID-19 pandemic. Tintin’s sister seemed annoyed

to advise his sister because he insisted on playing outside without a mask, even though in the middle of a pandemic, masks are very important to prevent the spread of the COVID-19 virus. Even though she doesn't have the money to buy masks, Tintin is no less resourceful. Representing the lower class with a low literacy level, Tintin also had a unique idea to substitute masks.

Episode 2: Asal Semprot, Nyawa Melayang (spray lies, life flies). This film again, presents the figures of Tintin and his sister, bringing the main topic of the use of hand sanitizers in everyday life.

The opening of the second film begins by showing the figure of Tintin who represents a group of people with low literacy levels absorbing information using a smartphone. Here the figure of Tintin is presented in a satire way to flirt with groups of people who often misinterpret information circulating via smartphones.



Figure 3: Screenshot from Film 2: opening, content, closing.

In the content of the second film, it is depicted that Tintin simply receives information about COVID-19 which she calls 'Corona'. She seemed afraid to meet her sister due to the calls about social distancing that she saw on online media. Her sister, who was annoyed with her attitude, told her to use hand sanitizer spray to maintain personal hygiene in an effort to fight the corona virus. An important conversation tagline was conveyed by Tintin's sister in the form of "*Corona kok didelok, Corona iku dilawan!*" (why is corona only seen, it has to be fight). This means inviting the public to be directly involved in efforts to fight the COVID-19 virus by maintaining personal hygiene rather than just being busy seeing and monitoring the issue through the media. After being reminded by her sister, Tintin, who represents a figure who always absorbs information without thinking, immediately takes the spray she knows. Here, the audience is curious

about what object Tintin interpreted as 'spray'. In the closing scene of the second film, Tintin's sister and the audience will be laughed because Tintin carrying mosquito spray to exterminate the COVID-19 virus. Of course, this is a comedy as well as an insinuation to people who often experience disinformation because their literacy levels are not yet good.

The online questionnaire was filled in by 34 people according to the criteria of the respondents who had watched "Si Tintin". The results of filling out the online questionnaire for Si Tintin episode 1, it can be concluded that 67.6% of respondents strongly agree, 23.5% of respondents agree, and 8.8% Neutral that they get information about the use of masks as a way to prevent the spread of Covid19 from the film. And it can be concluded that 61.6% of respondents strongly agree, 35.3% of respondents agree, and 2.9% Neutral that they feel the film can convey the use of masks well. And the results of filling out the online questionnaire for Si Tintin episode 2, it can be concluded that 58.8% of respondents strongly agree, 29.4% of respondents agree, and 11.8% Neutral that they get information about the use of hand sanitizers as a way to prevent the spread of Covid19 from the film. And it can be concluded that 61.8% of respondents strongly agree, 32.4% of respondents agree, and 5.9% Neutral that they feel that the film can convey the use of hand sanitizers properly.

It can be concluded that the film made is sufficient to provide information about COVID-19 by filling in the online questionnaire for the film "Maskerku Sayang, Maskerku Mahal": 61.8% Strongly Agree, 35.3% Agree, and 2.9% Sufficiently Agree that this film shows the use of masks properly. And in the film "Asal Semprot, Nyawa Melayang": 61.8% Strongly Agree, 32.4% Agree, and 5.9% say Sufficiently Agree that this film shows the use of hand sanitizers properly.

It is necessary to do further research related to increasing the level of knowledge and changes in people's behaviour after watching the Tintin film.

After performing a limited screening, the author provides a questionnaire form that can be filled in to provide an evaluation of the Tintin film on the following link: <https://forms.gle/xR9dxysJ5r4oaXAd9>. The period for filling out the form is 2 weeks from 23 May - 6 June 2020, filled in by male and female respondents aged 18-60 years old. The procedure for distributing and filling out the questionnaire was carried out immediately after watching the Tintin film. The distribution of films and online questionnaires was carried out through the WhatsApp application and when the authors conducted socialization in public places in Malang City (Madyopuro Market and DapurQoe Supermarket).

4. Conclusion and Suggestion

Based on the results of DESIGN OF SHORT FILM “SI TINTIN” AND EFFECTIVENESS IN DELIVERING MESSAGES REGARDING THE COVID-19 HEALTH PROTOCOL, the authors conclude that this film aims to make the public active in preventing the spread of COVID-19. Based on the results of screening limited to 34 people, it can be seen that the films made are sufficient to provide information about COVID-19 by filling out the following online questionnaire: **“Maskerku Sayang, Maskerku Mahal”**: 61.8% Strongly Agree, 35.3% Agree, and 2.9% Sufficiently Agree that this film shows the use of masks properly. **“Asal Semprot, Nyawa Melayang”**: 61.8% Strongly Agree, 32.4% Agree, and 5.9% say Sufficiently Agree that this film shows the proper use of hand sanitizers. Author suggests doing further research related to increasing the level of knowledge and changes in people’s behaviour after watching the Tintin short movies.

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