



Video Planning the Role of Women for Improving the Economy in the Family During the COVID-19 Pandemic in Cigugur Girang Village

Nisrina Salsabila¹, Nichi Hana Karlina², Diwan Setiawan³, Banon Gilang Muhamad Kali Ichsan⁴

^{1,2,3,4}*Visual Communication Design, University of Informatics and Business Indonesia.*

**Corresponding author email: anisrinas14@gmail.com*

Abstract

In general, men serve as the backbone to provide for the family. However, one of the consequences of the Covid-19 Pandemic was that husbands who worked to earn a living were suddenly forced to leave, resulting in widespread unemployment and decreased enthusiasm for life. To resolve this issue, women in Cigugur Girang Village, Bandung Regency, try to contribute to the improvement of their families' economies by developing Micro, Small, and Medium Enterprises (MSME). This will be documented in the form of a testimonial videography design. The design of this video progresses through the creative process in the order of the preliminary plan process, including research, needs analysis, goal setting, target audience selection, and creative concept selection. The pre-production stage consists of determining the storyline and characters, and creating story boards. The production phase includes video capturing, video and audio editing, consulting with supervisors, rendering, then the video is distributed on Youtube. In this testimonial video, women from Cigugur Girang Village in Bandung Regency describe their experiences starting and growing MSME businesses. The design of this video testimonial can be used as an alternative form of media to inspire and motivate other women in the same situation to contribute to the improvement of their family economy.

Keywords: Video, role, women, economy, Covid-19

1. Introduction

Currently, the economy is indeed a hot topic of conversation by everyone around the world because the economy will help us live our lives, such as meeting our primary, secondary and tertiary needs, which consist of clothing, food and shelter. All over the world, especially in Indonesia, in general, a man earns a living, especially if a man already has a family and will definitely be the backbone of the family until the end of his life. But in fact, it turns out that women also have an important role in economic life, especially young mothers in Cigugur Girang Village, Parongpong Regency, West Bandung, West Java, Indonesia has created a Micro, Small and Medium Enterprise to help his family and not be too dependent on his husband's income (Masunah & Kurniawati, 2018; Turgarini et al., 2022).

The Covid-19 pandemic has greatly impacted the income level of husbands. It is also related to the issue of gender equality which is also widespread in society. Regarding the idea that women are unable to work on an equal footing with men, or women whose destiny is only to be in the kitchen to prepare food for their families. However, in fact, women both have rights and women are also able to be free to do what they want, such as working, working, having higher education, and so on. And gender equality is also an equal condition in which men and women can get opportunities and their rights as human beings, so that they are able to participate in political, socio-cultural, educational activities, and enjoy equality in development. It is also related to the issue of gender equality which is also widespread in society. Regarding the idea that women are unable to work on an equal footing with men, or women whose destiny is only to be in the kitchen to prepare food for their families (Mammen & Paxson, 2000).

In the third quarter of 2021, BPUM is targeted to distribute IDR 3.6 trillion to 3 million new participants and PKL assistance is targeted to distribute IDR 1.2 trillion to 1 million new participants. Realization of BPUM distribution until mid-August has reached IDR 14.21 trillion for 11.84 million micro entrepreneurs or 92.52% of the total budget of IDR 15.36 trillion. Coordinating Minister for the Economy Airlangga Hartarto at the inauguration and inauguration of the management of the Indonesian Women Entrepreneurs Association (IWAPI) for the 2021-2026 period, this data shows that the participation and role of women in supporting the Indonesian economy is very large, especially in the MSME sector

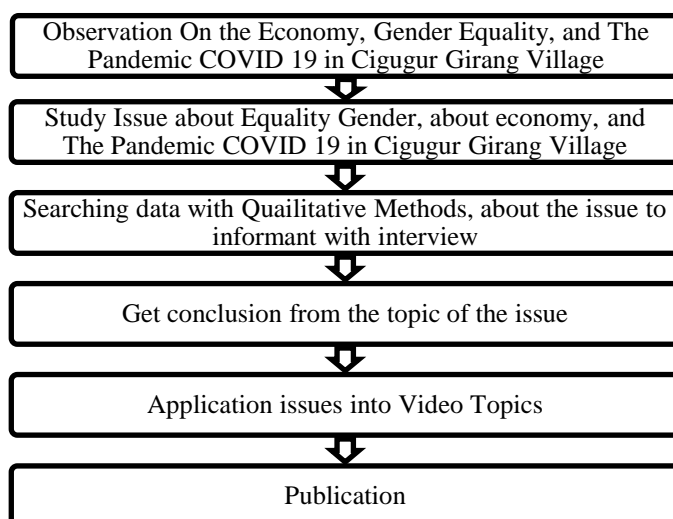
2. Literature Review

According to Qibtiyah (2018), that gender equality can be interpreted as social gender or the connotation of society to determine social roles based on gender. Semedhi (2011) states that the science of videography means the study of image and sound production techniques for mass media which have an important role in the current era of information and communication.

3. Materials and Methods

3.1. Materials

With this the author's goal in making this research is to provide inspiration to women, especially in the field of work. That women can do anything without being tied to gender. Because in essence humans have rights and what can be done and does not violate human norms. As well as providing a benefit to the video that will be made is to add new insights to people, especially women in the field of work and also the practical benefits are to provide enthusiasm and education so that they can prove that women can do things beyond the thoughts that have so far been widespread in society regarding perceptions of women and not fixated on men. The data that has been obtained from this research is that in the Cigugur Girang Village area, many housewives have businesses to help their families during this pandemic. By opening MSMEs related to businesses that are used for daily needs. Therefor the author created a concept which took a concept to retrieve the results of the research by making an Interview-based Documentary Video.



4. Structure

The structure used to make this Video Design uses a structure to make it more organized and structured so it's easy to make. A structure that contains pre-production, production and post-production stages. The first is by making Pre-Production, namely making a storyline, script and looking for what types of concepts will be made.

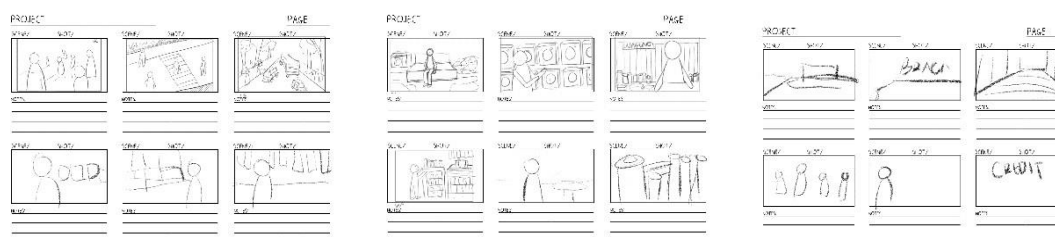


Figure 1: Picture of Storyboard

The next stage of production is taking a video when it is in production. By conducting interviews with informants and several iconic places in the city of Bandung. In addition to editing videos and recording voice overs.



Figure 2: Picture of Mrs. Rita's Interview



Figure 3: Pictures of Mrs. Mariam's Interview



Figure 4: Picture Interview Mrs. Lilis



Figure 5: Image Video Editing



Figure 6: Picture of Audio Recorder

Next is the Post Production Stage, namely determining where it will be published and making cover thumbnails. It was published on Youtube media, with the Youtube Channel which has the channel name "Jenitania Nurliana" entitled "PERAN PEREMPUAN DALAM MENINGKATKAN PEREKONOMIAN KELUARGA PADA SAAT PANDEMI COVID 19" with the full video results so that everyone can watch it.



Figure 7: Youtube Publication Result Image <https://www.youtube.com/watch?v=u4FPJgdQj8g&t=9s>



Figure 8: Picture of Youtube Thumbnails Images

5. Formula/Equation

With this, the design becomes easier to achieve, namely by making a method with several stages. The pre-production stage is the preparatory stage to record all needs for the next process, namely the production stage. This stage contains many things, starting from creating concepts and design strategies, determining themes and titles, making storylines, making storyboards, making scripts for voice over, and preparing for production such as determining shooting locations, determining production equipment, and so on.

1. Draft

Designing a Documentary Video on the Role of Women in Improving the Family Economy During the Covid 19 Pandemic in Cigugur Girang Village what I want to convey is:

- a. Delivering information regarding the Role of Women in Improving the Family Economy During the Covid 19 Pandemic in Cigugur Girang Village.
- b. Convey information about MSMEs in Cigugur Girang Village.
- c. Provide inspiration to women who see this video to be used as motivation.

To convey the concept above, appropriate steps are needed to determine the communication strategy. Deep communication strategy Designing a Video on the Role of Women in Improving the Family's Economy During the COVID 19 Pandemic in Cigugur Girang Village, which consists of two parts, namely the Verbal Strategy and the Visual Strategy. The choice of verbal strategy is adjusted to the target audience of this videography media, namely the upper middle class, female gender. So that the information conveyed can be well understood, the language used in conveying this information uses light Indonesian so that it is easy to understand. Visual Strategy The visual strategy applied to the video uses a documentary style approach. This approach was chosen to produce HD image quality, and to have a more video impression based on current reality.

2. Theme and Title

The theme raised in this video is Economy and Women's Rights. While the title to be used is "The Role of Women in Improving the Family Economy During the Covid 19 Pandemic in Cigugur Girang Village" (Zunaidi and Maghfiroh, 2021)

3. Storyline

Storyline is a storyline script in a video design in the form of text and tables (Thompson et al., 2010; paderewski, 2014). The storyline of the design of the Documentary Video on the Role of Women in Improving the Family Economy During the Covid 19 Pandemic in Cigugur Girang Village is as follows:

- a. The prefix for the opening regarding the footage shows the news of Covid 19, urban areas, women.
- b. An explanation of this phenomenon.
- c. Interviews with informants. Mrs. Rita, Mrs. Lilis and Mrs. Mariam are the owners of Micro, Small and Medium Enterprises.
- d. Closing by showing footage of women working and words of encouragement. Make clips of motivational words for working women.

4. Interview

In order for the writing to be structured and good, make a sequence of interviews that will be interviewed by the interviewees. There are several related questions

- a. What inspired you when you were about to start a business?
- b. What obstacles did you face while running this business?
- c. Have you ever been criticized/underestimated because you started this business?
- d. How is the family's response to the business that you run?
- e. Have you ever felt like giving up on your business?
- f. How do mothers respond to women who work to meet the needs of their families?
- g. Can you tell me about your mother's journey while starting this business?
- h. What are your reasons for recruiting female employees?

5. Storyboards

Storyboard is a sketch of a picture that is arranged sequentially according to the story script. The storyboard itself is an advanced stage of the process after creating a storyline, where the details of each video shot to be taken will be clearly explained in the storyboard (Tsai-Yun et al., 2013; Karlimah, 2021). The following is the Storyboard of the Role videography design. Women in Improving the Family Economy During the Covid 19 Pandemic in Cigugur Girang Village.

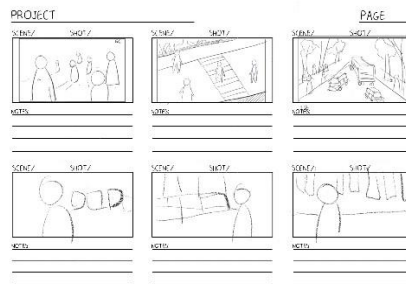


Figure 9: Storyboard Scene 1 and 2 images

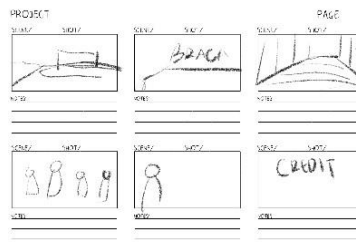


Figure 10: Storyboard Scene 3 image

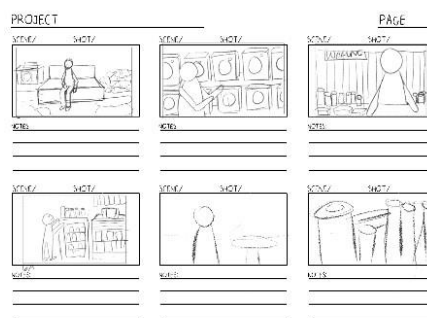


Figure 11: Storyboard Scene 4 image

Scene	Storyline (storyline)	Visual assets (picture)	Narration (voiceover)	Duration
Scene 1	Opening title	Some videos footage show News Covid 19, urban, woman.	<ul style="list-style-type: none"> • What makes the economy weak on • during a pandemic? • In this pandemic era, layoffs are rife every where • How the heck the response of great women, umkm warriors in this pandemic era? • Let's take a look at some of the interviews with some of the sources 	00.00 - 00.30 (30 secs)
Scene 2	Explanation about economy And equality gender extensively	Footage woman urban ones busy working		0.30 - 02.00 (40 secs)
Scene 3	Interview with Source person. Owner MSMEs		Interview <ul style="list-style-type: none"> • What inspires when will starting a business? • What obstacles did you face during doing business this? • Did ever get • criticism / view just one eye because of starting this business? • How's the response family about business live it? • Did mom ever feel like give up with business live it? • How response to • that woman work for Fulfill needs his family? • Tell me your journey while starting this venture • What is your reason for hiring employees? woman? 	02.00 – 08.00 (6 min)
Scene 4	Closing	Snippet about woman image which is being work	Women were created special, keep the spirit to live life, tough even if you want complain, and try as much as possible. Good luck come to us.	08.00 - 10.00 (2 min)

6. Determination of Shooting Locations

The shooting location for the video was taken in several locations in the city of Bandung, such as Alun-alun and Braga. Because this location has an iconic place and this location is a downtown Bandung location which is suitable as a shooting location (Dewi, 2023). Apart from that, the resource persons' homes and workplaces are so that they are real about what is happening and look true.

6. Conclusion

In this design, the actual role of women in the economy in the village of Cigugur Girang is very influential. Usually, mothers are just a household. As a result of the pandemic, the economy is down and not as usual. Even before the pandemic, the role of women to grow the economy in their families was quite helpful, and now it is very helpful. Because many heads of families have been laid off, this encourages them to develop this business again. Even though the economy is declining, the women in Cigugur Village are happy, Mrs. Rita, Mrs. Lilis and Mrs. Mariam are more enthusiastic about running their business, because women have rights and women can do anything. A great woman is a woman who is able to put herself in every situation. Women are specially created to live life.

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