

Video Creation of Waste Handling Work Program By Batu City Environment Service

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Abstract—The waste problem in Batu City is a chore that must be addressed immediately. As many as 77 tons or about 0.35 kg/person/day of waste are recorded in this city. The Batu City Environmental Service (DLH) in collaboration with the Recycling Community or KUDU reduced waste in Batu City in a creative way. KUDU, which consists of 23 recycling entrepreneurs, utilizes waste to create products that have artistic value and selling value. The success of reducing waste in this way requires the support of all residents of Batu City. Therefore DLH Kota Batu has made a video of the work program for handling waste with the aim of involving the active role of residents in dealing with waste problems. This video is also intended to present a positive image of DLH Kota Batu and establish an ongoing partnership with KUDU members. The video narrative is compiled based on research data obtained through observation, literature study, and interviews. Videos are publicly displayed on social media so that video messages can reach all levels of Batu City residents.

Keywords: Work program videos, DLH, garbage

I. INTRODUCTION

Batu City is a city in East Java province, located 90 km southwest of Surabaya City or 15 km northwest of Malang Regency. As of January 2021, Batu City has a population of 220,571 [1]. Most of the soil types in Batu City are mechanical soils containing many minerals derived from volcanic explosions. This kind of soil has a high fertility rate. Batu City is located at an average altitude of 862 meters above sea level, with most of the area on the slopes of mountains and hills. The topographical condition of Batu City, which is mostly in the form of mountains and hills, makes this city panorama look exotic with an average air temperature of 16-23 degrees Celsius. That's why the agricultural and tourism sectors are growing quite rapidly in this place. According to the Head of the Agricultural Production Development Section of the Batu City Agriculture Service, Yusuf Effendi [2], there are three main pillars supporting the economy and development in Batu City, namely tourism, agriculture, and MSMEs

The tourism development of Batu Tourism City (KWB) is quite successful. This can be seen from the many tourist visits to Batu City. Based on the records of the Central Bureau of Statistics for Batu City [3], there are 30 tourist objects in Batu city with a total visit of 6,047,460 people during 2020. The high number of tourist visits to Batu City and the daily activities of Batu City residents generate enough waste donations tall. Apriliyanti (Environmental Service, 2021) states that the amount of waste generation reaches 0.35 kg/person/day so that the waste produced reaches 77 tons per day. This amount is the amount of household waste generation (SRT), while municipal waste generation consists of household waste (SRT) and household-like waste (SSRT). For SSRT waste, Batu City contributes a lot of tourist waste in accordance with the emphasis of Batu City as a tourist city. With tourist visits reaching 8 million people per year in 2019, waste from tourists reaches 30 tons per day so that the total waste generation reaches 110 tons per day.



Figure 1 Tlekung Landfill Condition

The waste problem is a chore that must be immediately handled by the related agencies in Batu City. Head of Garbage Reduction and P3 Waste for the Batu City Environment Service (DLH), Mr. Gatot Susanto, ST. (Interview: 2021), stated that the target for reducing waste as the final waste product resulting from the daily activities of residents and visitors is 20% through recycling activities, waste banks, eco enzymes, and composting. The Environmental Service, by cooperating with the Recycling Community (KUDU), is quite intense in managing waste as an implementation of the waste reduction program in Batu City. KUDU consists of 23 recycling business actors and one of them is RedSoga who takes part in waste management with a creative touch. In order to make the waste reduction program successful, DLH Batu City together with KUDU made a video of the waste management work program. Through this video, it is hoped that all residents of Batu City will know about the steps taken by related agencies in dealing with waste and even they are also expected to be tapped to jointly help deal with waste in their city. Based on this explanation, the formulation of the creation of this work is "How to create a video of the garbage handling work program by DLH Kota Batu together with KUDU".

The purposes of creating this video are: 1) To socialize the work program of DLH Kota Batu and KUDU in dealing with waste issues; 2) To raise awareness for Batu City residents to be actively involved in dealing with waste problems in their City; and 3) To create a positive image of DLH Kota Batu and KUDU.

II. LITERATURE REVIEW

A. Videos

Video comes from the Latin, namely from the word *vidi* or *visum* which means to see or have vision. Azhar Arsyad defines video as a collection of images in a frame, where each frame is mechanically projected through the projector lens so that the screen looks lively [4]. The ability of video to display live images as mentioned by Arsyad is an advantage of this media. Supported by the development of increasingly sophisticated video technology, video does not only display images but includes audio elements with a neat blend. Video also has a variety of roles, for example to present information, explain processes, explain complex concepts, teach skills, shorten or extend time, and influence attitudes. Video is used as a medium for delivering messages. The material presented can be factual or fictitious, informative, educative or instructional. Seeing the quite diverse roles of video, this type of media can also be used to present information related to the creative steps of DLH Batu City together with KUDU in dealing with waste in Batu City [5].

B. Camera Settings

Basically the camera's point of view is the viewer's point of view, the camera's eye is the viewer's eye, the camera's viewing distance represents the viewer's point of view. Therefore, the placement of the camera determines the point of view and the area that can be seen by the audience [6]. In connection with this understanding, the placement of the camera must be accompanied by certain considerations. If the placement of the camera point of view is done without a certain motivation, then the meaning of the recorded object may not be caught or difficult to understand by the audience [6]. The treatment of the camera greatly affects the audience's understanding of a shot which in turn affects the reception of the message by the audience. The following are several types of camera systems used in the creation of a video of the waste management work program by DLH Batu City together with KUDU:

1. Extreme Long Shot (XLS)

Extreme long shot is the recording distance that is farthest from the object position. Usually this shot is used to display objects that are very far away, such as a panorama, with the intention of using it to provide an overview or information about the place [7]; [8]. In the video of the garbage handling work program by DLH Kota Batu together with KUDU, shooting at XLS distance also has the same motive, namely to display very distant objects in the form of panoramas with

the aim of providing an overview or information about the location in question.

2. Long Shot (LS)

Long shot is a recording distance that is closer to the object position when compared to the LS. At LS camera distance, the human body appears clearer but the background is still dominant. The impression displayed by LS is life, activities, and interactions between characters in nature [7]; [8]. The use of the LS distance in the waste management work program video by DLH Batu City together with KUDU aims to display human-human interaction and humans with their environment. LS is also used to provide information to the audience where the event occurred.

3. Medium Long Shot (MLS)

The medium long shot shows the human form from knees to head. The function of MLS is to provide empathy for most of the proportions of the human body and settings [8]. The use of the MLS distance in the waste management work program video by DLH Kota Batu together with KUDU has the aim of showing a human figure without having to leave the location setting. Through such a camera system, it is hoped that the audience will be able to clearly identify the physical characteristics of the human shown, including where he is active.

4. Medium Shot (MS)

At medium distance shot, the human body is shown from the waist up. Gestures and facial expressions begin to appear and human figures begin to predominate in the frame [7]. MS shots are also called social shots because they show human interaction with nature in a clearer picture [8]. Through this MS distance, the viewer will know human movements more clearly, including the appearance of other objects around them in more detail. The use of the MS distance in the waste handling work program video by DLH Kota Batu together with KUDU for the purpose of displaying details of human expression.

5. Medium Close Up (MCU)

At a medium distance close up is shown the human body from the chest up. The human body dominates the frame and the background is no longer dominant [7]. The use of MCU in the video of the waste handling work program by DLH Batu City together with KUDU is not only applied to human objects but other objects with the same proportion ratio between the human body and the display area of the frame.

6. Close Up (CU)

Taking shots with a close up distance is able to show very detail of an object or object. If applied to humans, CU only displays parts of the face, hands, feet, or other small objects [7]. The distance of the CU camera on the video of the waste

handling work program by DLH Batu City together with KUDU is used to take shots with objects other than humans with the aim of displaying the details of the object.

7. High Angle (HA)

High angle can only be achieved if the location of the camera is at a higher position than the object [7]. This shooting angle is done by placing the camera directly above and looking down at the object [8]. In accordance with this concept, the use of the HA camera angle in the video of the waste handling work program by DLH Batu City together with KUDU has the aim of placing the viewer's eyes at the camera's point of view so that it seems as if the audience is looking at the object below.

8. Eye Level Angle (ELA)

Eye level angle is the angle of shooting at a position parallel to the viewer's eye view. This angle is most often used because it gives the impression that the audience is in the same position as the human being the object of the shot [8]. Likewise, in the video of the waste handling work program by DLH Batu City together with KUDU, ELA is the most dominant shooting angle used because this angle has many possibilities to be combined with various shot distances.

9. Low Angle (LA)

Low angle is achieved by placing the camera under the object [9]. The use of LA in the video of the waste handling work program by DLH Batu City together with KUDU for informative purposes regarding the condition and position of an object.

10. Pan

Pan is an abbreviation of the word panorama. The term panorama is used because this shot is describing or sweeping the view widely. Pan is the horizontal movement of the camera from left to right or vice versa, with a static camera position. Pan is generally used to follow the movement of characters or do reframing (rebalancing the composition of the frame when the character moves) [7]. The use of pan in the video of the waste handling work program by DLH Batu City together with KUDU, with the camera movement direction that sweeps the view widely, is very suitable to be used to display panoramas.

C. Framing Concept

Framing in this context is understood as a reference for the placement of image elements in the frame with the aim of achieving a good composition and the fulfillment of the principle of balance [9]. A neat arrangement of visual aspects in a frame will help the audience in understanding the storyline which in turn makes it easier for the audience to receive the message contained therein. The following framing was used as a reference in the creation of a video of

the waste handling work program by DLH Batu City together with KUDU:

1. The Rule of Thirds (The Golden Mean)

Guidelines in the placement of image elements in the frame which is divided into three parts vertically and three parts horizontally. The intersection of this vertical and horizontal line is the point of attention of the viewer in watching a scene (story). Therefore, objects that are included in the interest point of object (center of attention) should be placed at these points of intersection [9]. This rule of The Rule of Thirds provides a reference for an imaginary line during the video production process of the waste handling work program by DLH Batu City together with KUDU.

2. Head Room

This shooting technique gives space above the head to the top edge of the frame, as wide as a quarter of the height of the object's head. The empty space above the head must be balanced because the distance between the tip of the head and the top edge of the frame is too wide will cause the image to become unbalanced. Objects appear to be immersed in the frame and are not comfortable to see [9]. The head room rules in the video of the waste handling work program by DLH Batu City together with KUDU are applied to shots showing humans with MLS, MS, MCU, and CU camera distances. The head room rule does not apply to XLS and XS camera distances where the background or environment has a much more dominant proportion than humans.

D. Narrator

The type of narrator who is not a player or non-character narrator is termed "Voice of God!". The narrator has the task of explaining the storyline of the video through script readings which are carried out at certain moments and are rarely used continuously throughout the plot [7]. The video of the garbage handling work program by DLH Kota Batu together with KUDU also utilizes "Voice of God!" to present various information. The reason underlying the choice of this type of narrator is the possibility of freer speech because it does not involve a role bound to the video script. Besides having a role to tell the contents of the script, the presence of a narrator is a media liaison between scenes and to create aspects of image continuity [10]. The visual aspects of the video are compiled in a compiled manner, giving producers the possibility to utilize different types of scenes, at different times and spaces. Because of that, through the verbal utterances of a narrator, various scenes across time or space become connected or related.

E. Sound Effects

Sound effects act as background voice actors. Through the use of sound effects, the audience is as conditioned as possible to hear what they should hear from the location that is the setting of the story [7]. The use of sound effects in the

waste management work program video by DLH Kota Batu together with KUDU has the aim of amplifying or replacing the original sound obtained at the location where the shot was taken but it is not possible to use it. The use of sound effects for this purpose is considered a reasonable and necessary measure because video sound does not have to come from the source if the original sound is not available. Filmmakers, in this case sound engineers, are required to be creative in finding other sound sources so that they sound as accurate as the original sound [7].

F. Music Illustration

musical illustration, namely the type of music that accompanies during the story [7]. The use of musical illustrations in the video of the waste handling work program by DLH Batu City together with KUDU has a motive to strengthen the mood or atmosphere of the story. According to Schopenhauer [11], the mood created by music such as shades of sadness and joy is a subjective interpretation of the listener's senses. The beauty of music lies only in the level of the relationship between the notes and not in the meaning of the words. Tones in music have a direct psychological value: joy for the major notes and sadness for the minor notes.

G. Settings

The concept of the right setting used in the video of the waste handling work program by DLH Batu City together with KUDU is a real location setting, which means a place where an event actually takes place. This setting is known as shot on location, which is a type of setting using the actual location or the actual location [7]. According to [12], when you want to know the population based on an area, for example a certain part of a city or a certain area of a country, it is necessary to use sampling or what is called area sampling. This type of sampling is determined based on consideration of the information that can be obtained, time and cost efficiency. Therefore, the video setting of the waste handling work program by the DLH Batu City together with KUDU was carried out at several points in the Batu City area which is a sampling area and is considered to be able to provide information related to the theme raised, namely waste management in a creative way.

H. Lighting

Light is one of the important visual components because without light an object will have no form. Light forms an object as well as the dimensions of space [7]. When viewed from the character of the source, the lighting in the video can be formed through natural lighting and artificial lighting [7]. These two types of light sources will be used in the creation of a video of the waste management work program by DLH Batu City together with KUDU.

I. Opening Logo

In fiction or non-fiction films, before the opening credits appear, it is usually preceded by the logo of the studio or film company involved in distribution or production. The studio

logo that appears first is generally the distributor who is also the studio that created it. While the logos that appear after are film studios that produce films and other partner studios [7]. The technique of using logos in this film is also adopted in videos, especially in formal and professional videos. On the front, the logo of the production house, distributor, or agency related to the video owner is displayed.

J. Broadcast Title Bar

Broadcast Title Bar or also called Lower third is a graphic template that appears in the lower third of the television or YouTube screen, to display information on the name of news anchors, reporters or sources. As well as the title of the news material that is broadcast [6]. The Broadcast Title Bar in the video of the waste handling work program by DLH Batu City together with KUDU was used in the interview session with the resource persons.

K. Video Profile

Mentions a company profile as an asset of an institution or company that can be used to improve an image or image of an institution or company in order to establish cooperation with company relations, institutions, and other related agencies [13]. The Batu City Environment Service (DLH) together with the Recycling Community (KUDU) use video media to inform the public about their creative steps in dealing with the waste problem in Batu City. This video profile was made to improve the image of the institution concerned and to get support from the residents of Batu City to jointly deal with the waste problem.

L. Video as a Promotional Media

The use of video today is not only limited to recording daily realities, but this one media has a more important role such as video as a promotional medium. Media promotion according to Ardhi is one of the means or tools used to promote an item. Media promotion is also a way of communicating a product, service, brand or company and others so that it can be known by the wider community [14]. Promotion aims to provide information to consumers and influence the general public. Based on these two opinions, it can be concluded that video as a promotional media is an audio-visual means used to promote or communicate an item or service so that it is known or known by the wider community [15]. Likewise, DLH Batu City and KUDU use video as a medium to socialize work programs in dealing with waste problems in Batu City.

III. METHODS

A. Research Method

The video must be able to display a positive image and the work program of DLH and KUDU in accordance with the actual reality. Therefore, it is necessary to do research work

to obtain valid data, which will then be used as a basis or material in the preparation of video scripts. In order to obtain the data in question, the authors apply three types of data collection techniques which include observation, interviews, and documentation.

Observation or observation is a data collection technique by observing directly in the field [16]. Observations were made by seeing firsthand the activities of residents and tourism activities in Batu City, on-site activities at TPA Tlekung, as well as recycling activities in the warehouse owned by DLH Batu City.

Data collection techniques in the form of interviews were used to obtain information directly from the source. This technique is used when you want to get deeper information from the respondent [16]. Head of Waste and P3 Waste Reduction Section of the Batu City Environment Agency (DLH), Mr. Gatot Susanto, ST. and one of the KUDU members who is also the owner of RedSoga, Sugeng Pribadi, the two people who acted as the main resource persons. These two figures are considered to have key information related to waste management in Batu City.

Sources of documentation data can be in the form of activity reports, government regulations, books, photos, or relevant documentaries [16]. The types of sources of documentation data in the creation of a video of the waste handling work program by DLH Batu City together with KUDU were obtained from news, photos, and research published online or in print obtained from resource persons. The data that has been collected will be analyzed descriptively. According to Moleong, the data collected for this type of descriptive qualitative research are in the form of words, pictures, and not numbers. The data comes from interview scripts, field notes, personal documents, notes or memos, and other official documents [17].

B. Method of Creation

The method for creating a waste management work program video by DLH Batu City together with KUDU refers to SOP or Standard Operating Procedures. SOP consists of four systemic work steps which include pre-production, preparation and training, production, and post-production [6]. The following is an illustration of the stages of creating a video for the waste management work program by DLH Kota Batu together with KUDU, starting from research to final work:

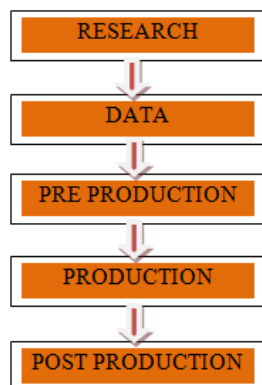


Figure 2 Video Creation Stage

Pre-production is the earliest stage of creation of a whole series of production activities. This stage begins with the emergence of ideas, data collection followed by research activities, making storyboards, forming a production team which is then continued with coordination with the entire production team, directing production, and determining various technical components of production such as selecting equipment and studios [6]. At this stage a producer needs to make careful planning so that production can run smoothly.

Production is the stage of converting storyboards into audio-visual form [6]. This stage starts from the earliest shooting to the last shooting. The writer who in this stage acts as a director, is not only tasked with completing a production but also determines whether the results are good or bad. In connection with the video recording of the waste management work program by DLH Kota Batu together with KUDU, an indirect technique was used, in which the visual elements were recorded separately from the audio elements. The visual elements in the form of videos are recorded in the studio and outside the studio, while the audio elements are obtained through online stock music and sound effect providers. These two elements are then put together in the editing stage.

Post-production is the last stage of work that begins with transferring video data to a PC, then editing audio and visual elements including filling in graphics or writing, saving the work in MP4 format for later review with the production team and making corrections if any parts are considered lacking [6].

C. Study of Creation Resources

The Bogor Regency Environmental Service has a video profile which explains the vision, mission, and work program of this agency. The narration on the DLH Kab. Bogor said that the increase in population has triggered an increase in community activities such as the increase in activity centers, trade and services, industry, which have an impact on the environment. The risk of increasing this activity is the accumulation of household waste, disposal of industrial waste, motor vehicle fumes, which can trigger soil damage, water pollution, and air pollution. In order to support the development of areas that are able to support long-term environmental health, the DLH Kab. Bogor acts as an agency that maintains the balance of regional functions and the environment. DLH Kab. Bogor tackles waste problems from maintenance, provision of waste infrastructure in public spaces, transportation and distribution of household waste, to management at the final disposal site.



Figure 3 Video Profile of the Bogor District Environmental Service

At the beginning of the DLH Kab. Bogor, shown in one corner of Bogor Regency, residents' activities, residents' houses. The next screenshot of the video follows the narration read by a female narrator. This video shows an interview with the Head of the Bogor Regency Environmental Service, Mr. Asnan, A. P, M.Sc. Image capture used in the profile video of DLH Kab. Bogor is quite diverse and according to needs. For example, at the beginning of the video a panoramic shot was used with an extreme long shot (XLS) display with a high angle camera angle, while in the interview session a medium close up (MCU) was used, the camera angle was eye level angle (ELA) and with the appropriate head room. In this profile video, professional-looking music illustrations are used, while sound effects are not widely used. Profile video of DLH Kab. Bogor became the inspiration for creating a video for the work program on waste handling by DLH Kota Batu together with KUDU.

IV RESEARCH RESULTS AND VISUALIZATION

The video of the waste handling work program by DLH Batu City together with KUDU was made to display a positive image of DLH Batu City, to establish an ongoing partnership with KUDU members, to inform all residents of Batu City about the creative steps of DLH Batu City and KUDU in dealing with waste problems, as well as awaken their awareness to jointly take part in waste management in their environment. The Batu City DLH logo and the KUDU logo are displayed as a sign that the video was made at the initiative of the agency and community.

Pre-production is the earliest stage of video creation in a series of production activities. This stage begins with the emergence of ideas, data collection followed by research activities, script writing, team building and production direction, and determining equipment. Based on the research that has been carried out by the author, data exposure is obtained as a result of the research which is then used as material for compiling narrative texts. The narrative text is divided into three parts, namely opening, body, and closing. The following is a copy of the manuscript in question which is also an overview of the contents of the video content of the waste management work program by DLH Kota Batu together with KUDU.

Opening Section

Garbage is a serious enough problem faced by all countries in the world. In Indonesia, around 7,000 tons of waste goes to landfills every day. Based on data presented by The Economist Intelligence Unit in 2017, Indonesia holds the title of the second largest waste contributor in the world. It takes mutual awareness to improve this condition.

Contents Section

Batu is one of the cities in East Java. Located 90 km southwest of Surabaya or 15 km northwest of Malang Regency. This city has a mountainous topography with cool air and exotic panoramas. Therefore, the agricultural and tourism sectors are developing quite rapidly in this place. Aware of the extraordinary potential of the city, the relevant agencies and residents are trying to keep Batu City

comfortable for both visitors and residents living in this city. The Department of Environment and one of the Recycling Communities in Batu City called KUDU are quite intense in managing waste as the final waste generated from the daily activities of residents or visitors.

Mr. Gatot Susanto, ST., Head of Waste Reduction and P3 Waste at Batu City Environmental Service, explained that the target for waste reduction is 20% through waste bank activities, recycling, eco enzymes, and composting. Redsoga as one of 23 recycling entrepreneurs who are members of KUDU, takes part in waste management with a creative touch. Sugeng Pribadi, the owner of Redsoga, utilizes organic and inorganic waste to turn it into products that have artistic value and have sales value.

Redsoga which is located on Jalan Patimura Gg. V No. 31 Temas, which is a production house as well as an art shop, is usually visited by environmentalists and lovers of recycled products. Redsoga and KUDU also actively mobilize residents to take part in managing waste into useful products through a series of workshops around Batu City.



Figure 4 Shot Size XLS Shows Panorama Rock City Mountains

The use of LS distance aims to display human-human interaction and human-environmental interaction. LS is also used to provide information to the audience where the event occurred. Examples such as scenes showing the activities of the cleaning staff at TPS Tlekung as shown in Figure 5 below:



Figure 5 Shot Size LS Shows the Activities of Cleaning Workers at the TPS Tlekung

In the creation of the waste handling work program video by DLH Kota Batu together with KUDU, most of the shots

at the TPA Tlekung used Low Angle (LA). The appearance of trash with this camera angle looks more towering and detailed. This shot is expected to be able to represent the narrative about the high amount of waste in Batu City that is produced and enters TPA Tlekung every day.

The use of the MLS distance has the goal of displaying human details without having to leave the location settings so that the audience is expected to know more clearly about the physical characteristics of the object being displayed and to be able to capture setting information or where the human is located. An example is a scene showing the activities of KUDU members sorting waste at the Batu City DLH warehouse as shown in figure 6 below:



Figure 6 MLS Shot Size Shows Activities in the Batu City DLH Warehouse



Figure 7 Shot Size MS Shows the Activities of a KUDU Member at the DLH Warehouse in Batu City

The use of MS distance for the purpose of displaying details of human expressions and activities to make them appear more clearly. For example, a scene that focuses on showing the activities of one KUDU member choosing waste in the Batu City DLH warehouse as shown in Figure 7 above.

The use of MCU is applied to human objects and other objects with the same proportion ratio between the human body and the display area of the frame. An example of using the MCU is as shown in the image below. In human objects, body proportions are displayed starting from the chest up. Head Room is given a width of 1/4 of the head of the informant. In this interview session, as shown in Figure 8, a Broadcast Title Bar is used, which contains information about the name of the interviewee and a brief role identity. The maroon color is the choice because it looks professional, elegant, and is able to display white writing clearly.



Figure 8 MCU Size Shot Features Interview With RedSoga Owner



Figure 9 RedSoga Production Shoes Details

The CU camera distance is used for taking shots with objects other than humans with the aim of displaying the details of these objects. For example, in Figure 9, you can clearly see the details of shoes produced by RedSoga from recycled materials.

Camera movement generally functions to follow the movement of objects, depicting the situation and atmosphere of a location or panorama. Through camera movement, the viewer will have a broader or more comprehensive view so that the information obtained regarding the setting will be more complete. Using Pan with the direction of camera movement sweeping the view widely, is very suitable for displaying information on the location of Batu City entries as shown in figure 10.



Figure 10 Use the Pan camera movement to pinpoint the location of the Stone Town entry

Regarding music illustrations, the video for the waste management work program by DLH Kota Batu together with

KUDU uses musical illustrations that seem happy in shots that show natural panoramas, community atmosphere, and residents' interactions in everyday life. A Way to You from Infraction is considered to represent the intended musical concept. Epic World from Tunetank tends to seem sad, so it is suitable to be used to accompany shots related to acts of pollution, environmental damage, waste and waste. Meanwhile, the sound effects obtained from direct recordings in the field are mostly clear so that they can be reused without having to replace them.

The waste management work program video by DLH Kota Batu and KUDU includes a profile video which is played as promotional media. Therefore this video needs to be published so that the message contained in it can reach all residents of Batu City. This video was published on YouTube, Instagram and Facebook channels

V. CONCLUSION

The video of the waste handling work program by the DLH Batu City together with KUDU was made with a shot on location setting around Batu City. The narration of this video tells about the creative waste management carried out by DLH Batu City together with KUDU. KUDU, which consists of 23 recycling business actors, utilizes waste to create products that have artistic value and have selling points. The narrator is played in this video to tell the narration of the video. There are two types of accompaniment music used during the story, namely music with formal, professional nuances, and music that tends to be tense. This video sound effect is more dominant utilizing the original sound from the environment.

Natural light from the sun is used as the main light source when shooting outdoors, while during the interview session in the Batu City DLH office, studio lights are used with softbox LED panel lights as lighting. The video of the waste handling work program by DLH Batu City together with KUDU was made based on the rule of thirds principle with various types of image sizes, camera angles, and camera movements according to the purpose of recording. This video was made to show the positive image of DLH Batu City, to establish sustainable partnerships with KUDU members, as well as to inform all residents of Batu City that actually handling waste in this city is a shared responsibility. Finally, the video is publicly displayed on social media so that the video message is able to reach all levels of Batu City residents.

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