

## CHAPTER III

### SCENARIO OF FIELD OBSERVATION

#### 3.1 Storyline Scenario and Target Audience

In general, this storytelling video project will be produced as a documentary cinematography with a unique approach towards a combination of poetic and expository genre, which mainly features a narrative voiceover and a lot of visually striking images that are able to tell the story. Through this storytelling video project, the authors aim to exhibit the natural beauty of Desa Laguna in an interactive-narrative manner from the perspective of its local communities. To create the desired poetic feel, instead of arranging a regular question-and-answer interview session, this storytelling video project will be complemented with a comprehensive narrative interview consisting of several open-ended questions that invites the informants to tell their story in a way that is meaningful to them. This is an important means of collecting people's own stories – the collected data is therefore rich and filled with heartfelt plots. Also, in addition to its main educational purpose, the authors aspire to extend the function of this storytelling video project as a new marketing promotional tool for Desa Laguna so that a wider range of audience can be reached. Nevertheless, the final storyline direction will yet be decided based on how the interview turns out. With that being said, the scenario depicted below will merely be used as a guideline.

First, the opening of this storytelling video project will cover a “staged” scene that tells the story of how the authors and the owner of Desa Laguna first meet: through a video call. The owner briefly greets the authors then proceeds to invite them to come pay Desa Laguna a visit to see its great natural wonders. Thereafter, the succeeding scenes will be a few short footages of Desa Laguna's beautiful skies and oceans. During these scenes, there will be no voiceover and/or background music, as it is purposely done to showcase and give out the powerful effect of natural sounds, e.g. crashing waves, wind, chirping birds.

Afterward, the storyline will slowly start to develop once the narration begins. Discussing Desa Laguna's early history, current state, sustainable goals, and even the local communities' roles in particular, the voiceover itself will be an

excerpt from the interview held with the owner of Desa Laguna, composed in a poetic narrative style to tailor to the film's overall atmosphere. To enhance the narration while it plays along, there will be scenes portraying the daily life on Desa Laguna – including the resort's lagoon accommodations and facilities, activities of the local communities, mangrove plantation sites, coral gardens, beach clean-ups, solar-powered recharge stations, and many more. Moreover, as the storyline mainly revolves around the local communities and their role in the development of Desa Laguna's growing regenerative tourism, scenes that most highlight the people's personal experiences, expressions, and emotions in the said process are to be prioritized. Hence, choosing the appropriate sound or background music is absolutely key in conveying emotion that immerses and stays with the viewers. Not just intellectually, the authors wish to communicate an array of feelings to connect with the audience emotionally as well.

Subsequent to the previous narration, this storytelling video project will have a cinematic ending segment consisting of another series of clips that bring Desa Laguna's beautiful scenery, both its natural greatness and wonderful local people, to light. This segment will not have a voiceover stitched into it, but rather a grand background music. Just like how dynamic images are commonly found in film trailers and are organized strategically to captivate its viewers, the final clips of this storytelling video project are ultimately intended to be synchronized to the beat of the selected background music in hopes of adding a touch of grandeur that leaves the audience in awe. Lastly, the final scene will feature a short in-text message about the importance of respecting, appreciating, and preserving nature for future generations to come.

The target audience for this video project are tourists and tourism professionals that want to learn about regenerative tourism in general and/or in Kepulauan Seribu, especially in Desa Laguna, to promote more regenerative tourism practices in Desa Laguna and beyond. Moreover, this storytelling project also aims for the academic community, where this project can serve as an educational tool and contribute to the body of research on regenerative tourism.

### 3.2 Field Observation Plan

The field observation plan will entirely take place on the island of Desa Laguna, Kepulauan Seribu, and will be carried out on October 14th, 2023. The authors will stay overnight and have the whole day to conduct everything, starting from the interview session to the filming process. Apart from inquiring the owner of Desa Laguna about its history and current regenerative tourism, the authors will also interact with the local communities to observe and explore more about their contributions to the island's regenerative tourism practices. The authors are to gather as much information as possible while also participating in Desa Laguna's assigned environmental activities and becoming a part of its sustainable movement.

### 3.3 Field Observation Rundown

Below is the rundown of the observation and filming activities on Desa Laguna:

Table 3.3 Field Observation Rundown

Date	Time	Activity
October 14th, 2023	10:00 - 13:00	Tour around the island (including filming)
	14:30 - 15:30	Interview session with the owner & manager
	15:30 - 16:00	Mangrove planting (including filming)
	16:00 - 17:00	Snorkelling (Depending on the weather, including filming)
	17:00 - 18:00	Filming footages of sunset
	20:00 - 21:00	Filming footages of night view
October 15th, 2023	05:30 - 06:30	Filming footages of sunrise
	10:00 - 13:00	Continuing filming process on the island

### 3.4 Data Collection

This research requires qualitative data collection. The most suitable data collection methods to answer the fundamental descriptive questions are through interviews as well as direct observation. The open-ended questions are formulated into a matrix as shown below:

Table 3.4 Data Collection Matrix

Source	Question Instrument	Data Obtained
Desa Laguna's Manager - Framework Questions	<ul style="list-style-type: none"> <li>• What pioneered the development of Desa Laguna? How would you describe the concept of regenerative tourism on Desa Laguna?</li> <li>• What are the long-term goals and aspirations regarding regenerative tourism on Desa Laguna?</li> <li>• How can external stakeholders, such as tourists, Non-governmental organizations, and academia, support and collaborate in furthering the objectives of regenerative tourism?</li> </ul>	<ul style="list-style-type: none"> <li>• Explanation about the background and regenerative tourism practices on Desa Laguna.</li> <li>• The long-term goals of regenerative tourism practices on Desa Laguna.</li> <li>• Ways people can contribute and support the regenerative tourism practices on Desa Laguna.</li> </ul>
Desa Laguna's Manager - Principal Questions	<ul style="list-style-type: none"> <li>• How do you perceive the interconnectedness between tourism, the local community, and the natural environment on Desa Laguna?</li> <li>• How do you view the various stakeholders in the tourism industry in Desa Laguna, and how do you foster collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• The interviewees point of view on the ecological worldview.</li> <li>• Strategies to foster collaboration among various stakeholders in the tourism industry.</li> </ul>

	<p>with them to promote regenerative practices?</p> <ul style="list-style-type: none"> <li>• What unique qualities or attributes of Desa Laguna do you consider when developing regenerative tourism on Desa Laguna?</li> <li>• How do you collaborate with local communities to facilitate the decolonization of tourism development in Desa Laguna?</li> <li>• What steps have you taken to actively contribute to the restoration of ecosystems and promote the long-term sustainability of Desa Laguna?</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure that these unique qualities are leveraged to create mutually beneficial interactions with the local environment and ecological systems.</li> <li>• Information about the methods and approaches used for collaboration with local communities.</li> <li>• Concrete initiatives done by Desa Laguna to promote regenerative tourism.</li> </ul>
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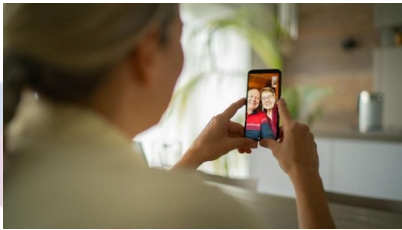

### 3.5 Data Selection and Analysis



The author will sort the data qualitatively through the interview process. All data collected from various sources will be used to determine which data suited best the storyline of the project. The remaining data will be used as supporting data.


### 3.6 Script and Storyboard Creation

**STORYBOARD**  
**PRODUCT: DOCUMENTARY FILM**  
**TITLE: RECONNECTING WITH NATURE: THE REGENERATIVE RESORT EXPERIENCE OF DESA LAGUNA IN KEPULAUAN SERIBU**  
**DURATION: 10.00 MINUTES**


Table 3.6 Storyboard Creation

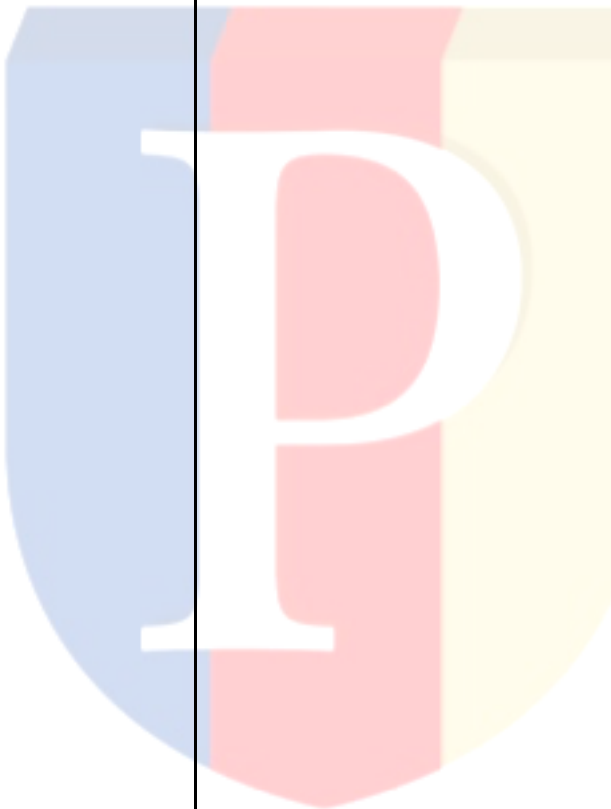
SCENE	SEQUENCE	VISUAL	SCRIPT
(1) <b>Opening Montage: Desa Laguna's warm invitation</b>	1	 <p style="text-align: center;">Figure 3.6 1. Video Call</p>  <p style="text-align: center;">Figure 3.6 2. Video Call Zoom In</p>	<p><b>Cast:</b> Tania, Jessica, Nikka, Mr. Owner</p> <p><b>Setting:</b> INT - Classroom</p> <p><b>Description:</b> The authors are gathered together when suddenly one of their phones rings. They receive a video call from Mr. Owner, saying that he is delighted to invite them to come pay Desa Laguna a visit after finding out about their research project.</p> <p><b>Audio:</b> In the form of narration, it will be adjusted according to the script of the video call</p>

			<p><b>Camera:</b> Camera zooms in on the phone screen to highlight Mr. Owner's visage and dialogue during the video call</p> <p><b>Duration:</b> 00.30</p> <p><b>Transition:</b> Fast cutting</p>
<p><b>(2) Natural sounds of Desa Laguna</b></p>	<p>2</p>	 <p>Figure 3.6 3. Desa Laguna's Beach</p>  <p>Figure 3.6 4. Desa Laguna's Sea View</p>	<p><b>Cast:</b> -</p> <p><b>Setting:</b> EXT - Desa Laguna's pristine beaches and waters</p> <p><b>Description:</b> Several different footages of Desa Laguna's natural wonders are shown. Shots of the blue ocean waters, mangrove forests, wildlife, and crystal clear skies are to be prioritized.</p> <p><b>Audio:</b> There will be no voiceover audio, for the original sound will be purposely kept in the final output to</p>

			<p>exhibit the natural sounds, e.g. crashing waves, chirping birds, wind</p> <p><b>Camera:</b> Long shot, eye level</p> <p><b>Duration:</b> 00.30</p> <p><b>Transition:</b> Basic cut</p>
<p><b>(3) Desa Laguna, from the eyes of its owner</b></p>	<p><b>1</b></p>	 <p>Figure 3.6 5. Interview Session with the Owner</p>	<p><b>Cast:</b> Mr. Owner</p> <p><b>Setting:</b> EXT - Various places on the island</p> <p><b>Description:</b> Through an “open-ended” interview, Mr. Owner tells the story of Desa Laguna, starting from its early history to its current growth in sustainability, from his own perspective. As the story goes, the footage will change continuously to adhere to the narration.</p> <p><b>Audio:</b> Dialogue depends on the response and will be stitched</p>



			<p>into the video as a voiceover</p> <p><b>Camera:</b> Camera shoots Mr. Owner as he is having his interview (Medium Shot), then proceeds to film his daily activities on the island, preferably ones that highlight the island's regeneration practices, as well as the resort's lagoon accommodations and facilities</p> <p><b>Duration:</b> 02.00</p> <p><b>Transition:</b> Basic cut</p>
<p><b>(4) Desa Laguna, from the eyes of its local people</b></p>	<p>1</p>	 <p>Figure 3.6 6. Interview Session with the Local Operational Team Member</p>	<p><b>Cast:</b> A member of the resort's operational team</p> <p><b>Setting:</b> EXT - Various places on the island</p> <p><b>Description:</b> Through an "open-ended" interview, the 1st respondent tells their story of living on Desa Laguna, the ways Desa</p>

			<p>Laguna practices regenerative tourism, and how the people contribute to its sustainability movement. As the story goes, the footage will change continuously to adhere to the narration.</p> <p><b>Audio:</b> Dialogue depends on the response and will be stitched into the video as a voiceover</p> <p><b>Camera:</b> Camera shoots the respondent as they are having their interview (Medium Shot), then proceeds to film their daily activities on the island, preferably ones that highlight the island's regeneration practices</p> <p><b>Duration:</b> 02.00</p> <p><b>Transition:</b> Basic cut</p>
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(5)  
Regenerative  
activities  
on Desa  
Laguna

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Figure 3.6 7. Coral Planting



Figure 3.6 8. Mangrove  
Planting



Figure 3.6 9. Paddling



**Cast:** Tania,  
Jessica, Nikka,  
Mr. Owner,  
local  
communities

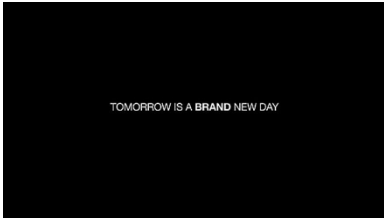
**Setting:** EXT -  
Coral gardens,  
mangrove  
plantation sites

**Description:**  
The authors join  
the people of  
Desa Laguna as  
they begin  
executing the  
sustainable and  
water activities  
listed on their  
daily itinerary,  
such as planting  
mangroves,  
snorkeling,  
standup paddle  
boarding, etc

**Audio:**  
Continuation  
from the  
voiceover from  
the previous  
interviews

**Camera:**  
Different shots  
of the girls and  
the people  
doing various  
activities on the  
island that  
highlight their  
facial  
expressions and  
emotions  
(Medium Full

			<p>Shot and Full Shot)</p> <p><b>Duration:</b> 01.00</p> <p><b>Transition:</b> Basic cut</p>
<p><b>(6) Closing Montage: Grand fast cutting scenes of Desa Laguna</b></p>	<p>1</p>	 <p>Figure 3.6 10. Desa Laguna Lounge View</p>  <p>Figure 3.6 11. Desa Laguna Mangrove View</p>	<p><b>Cast:</b> -</p> <p><b>Setting:</b> EXT - Various places on the island</p> <p><b>Description:</b> Several different footage of Desa Laguna’s natural wonders and great people are shown, edited in a fast cutting technique to display as much scenery as possible. The purpose is to “wrap” the entirety of Desa Laguna in a grand cinematic manner.</p> <p><b>Audio:</b> Majestic background music (the clips will be synced to said music)</p> <p><b>Camera:</b> Stable eye level shot for each footage</p> <p><b>Duration:</b> 00.30</p>

			<p><b>Transition:</b> Jump cut</p>
<p>(7) <b>Final Words</b></p>	<p>1</p>	 <p>Figure 3.6 12. Quotes on a Black Screen</p>	<p><b>Cast:</b> Local communities</p> <p><b>Setting:</b> EXT - Various places on the island</p> <p><b>Description:</b> Each local resident mentions one word that finally forms a personal motivational message from the people of Desa Laguna, followed by a quote on a blank screen to encourage the viewers to respect, appreciate, and preserve nature for future generations to come</p> <p><b>Audio:</b> Continuation from the previous scene</p> <p><b>Camera:</b> Medium shot of the people</p> <p><b>Duration:</b> 00.15</p> <p><b>Transition:</b> Fast cutting</p>

<p><b>(8) Film Credits</b></p>	<p><b>1</b></p>		<p><b>Cast:</b> -</p> <p><b>Setting:</b> -</p> <p><b>Description:</b> The usual film credits that include all parties involved in the making of this project</p> <p><b>Audio:</b> Continuation from the previous scene</p> <p><b>Duration:</b> 00.15</p> <p><b>Transition:</b> -</p>
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