

## **CHAPTER III**

### **STORYLINE SCENARIO AND TARGET AUDIENCE**

#### **3.1 Storyline Scenario and Target Audience**

The first scene opens to a contrast of life today and life in the past, the difference between the serene existence of the past and the hectic pace of modern life. It then continues to a scene where some interviewees share a little bit of their personal anecdotes from their childhood, continuing back to some footage of youthful life and how fast life had advanced today. The next part transitions to Indonesia Kite Museum, featuring general information about the museum itself, starting from what is a kite, its function, the types of kites that are being showcased, the workshops available, ticket prices, how the museum is established, to a little background information of the museum's owner and one of the museum's tour guides. Afterwards is the scene where the writers interview some interviewees, asking them about their experiences in the museum, which proceeds to the owner's hope and goals for the future of the museum. Lastly, to conclude, the scene reverses back to the beginning of the first scene to give a sense of flashback for the audience.

#### **3.2 Field Observation Implementation Plan**

Field observations were carried out on 5 November 2023 by observing Indonesia Kite Museum to understand the situation and surrounding environment. The writers had a conversation with the museum guide to get the general information regarding the museum. The visit aims to get the gist of the museum, to obtain information and data to facilitate us in the process. Obtaining information beforehand and getting a firm understanding ensured a smoother video shooting process in the future. Afterwards, the writers participated in the kite-making workshop and took footage of the museum's surroundings.

On 12 November 2023, the writers had interview sessions with the museum owner herself, one of the museum's tour guides and some visitors who participate in the kite-making workshop to obtain more information and video footage. Then,

the writers took a few more footage of the museum and the visitors who were there on that day.

### 3.3 Rundown of Observation Implementation

**Table 3.3** Rundown of Observation Implementation

<b>DATE</b>	<b>TIME</b>	<b>ACTIVITIES</b>
5 November 2023	09:00 AM	Depart from writer's house to go to Indonesia Kite Museum
	10:15 AM	Buy entrance ticket
	10:35 AM	Guided by one of the museum's tour guide to explore the museum
	11:05 AM	Participate in a kite-making workshop
	11:40 AM	Learn to fly the kites that the writers have made
	12:00 PM	Take footage of museum's surroundings
	12:25 PM	Watch an audiovisual of kites in the audiovisual room
	12:40 PM	Look around in the Gallery room
	12:50 PM	Observation is finished for the day

12 November 2023	9:00 AM	Depart from writer's house to go to Indonesia Kite Museum
	10:15 AM	Buy entrance ticket
	10:20 AM	Meet up with Pak Asep
	10:25 AM	Equipment preparation and setting up the location for the interview
	10:45 AM	Interview with Pak Asep
	11:15 AM	Break
	12:00 AM	Interview with visitors
	1:00 PM	Interview with Bu Endang
	1:30 PM	Take footage of museum's surroundings
	2:30 PM	Return to the writer's house

### 3.4 Data Gathering Technique

**Table 3.4** Data and Information

<b>NO</b>	<b>DATA SOURCE</b>	<b>QUESTIONS</b>	<b>DATA OBTAINED</b>
1	Museum Owner	When and what started the workshops in the museum?	To know when the museum started conducting workshops and why
		What is the goal of the workshops?	To understand what the museum is trying to achieve from having several workshops
		What is the most unique and memorable kite? Elaborate on the story behind it.	To know which kite is the most special to them.
		What inspires you to open this museum?	To know the idea behind this museum
		What is the museum's solution to attract Gen Z to visit the museum.	To understand what they think of regarding Gen Z's mindset when visiting museums
		What are the goals and hopes for this museum in the future?	To understand what they want to achieve in the future
		What is the culture of art	To understand what art appreciation is like in

		appreciation like in Indonesia?	Indonesia.
		Do you miss your younger days, your fondest memories of playing traditional children's games?	To know how the olden days are like for them compared to today.
		How do you organize the museum's collection?	To understand the system and how they run the museum
2	Museum Guide	Explain the process and techniques of making a kite?	To know the general process of turning raw material into a product
		What and explain the type of materials used in the workshop	To know what raw material is used and how does it differ to others
		Explain the reason behind using different types of materials in the workshop	To know why they choose the pottery wheel as a method of making pottery in their workshop
		Does the kite-making workshop affect the number of visitors and interest from the younger generations and how?	To understand what they think of regarding Gen Z's mindset when visiting museums.
		What is the benefit of the	To know what they

		visitors who joined the workshop?	want others to get from their workshops
		Tell us a little bit about your past experiences and your proudest achievements.	To know the interviewee's background
		In what way is this museum special and different from other similar museums?	To understand why this museum differs from the others
		Do you miss your younger days, your fondest memories of playing traditional children's games?	To know how the olden days are like for them compared to today.
3	Visitor	What do you think of Indonesia Kite Museum? (overall experience and input)	To know their general review of the museum.
		Do you miss your younger days, your fondest memories of playing traditional children's games?	To know how the olden days are like for them compared to today.
		What do you think of this kite-making workshop?	To know their general review of the workshop
		What do you gain from visiting the museum?	To know what new experience and knowledge that has been obtained
		Where do you know this museum from, and why did	To know their general review of the museum.

		you decide to visit this museum?	
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### 3.5 Data Analysis Technique

In preparing the making of this story telling, a qualitative method is being used. It involves collecting and analyzing non-numerical data to understand people's concepts, opinions and experiences (Bhandari, 2023). Data will be collected in the form of recordings along with photos and interviews with the related parties and relevant contents will be selected according to the arranged storytelling topics. The writers will also select data from interviews with the corresponding sources in the form of videos to align with the components of the manuscript. Apart from that, observations are being carried out to obtain supporting information. The writers planned to visit the museum to analyze the museum's surroundings. Some examples include checking the environment to see whether the place is suitable for taking footage for the video or not, examining who are the museums' frequent visitors so that the writer may target their desired interviewees for the purpose of the video.

### 3.6 Preparation of Scripts and Storyboards

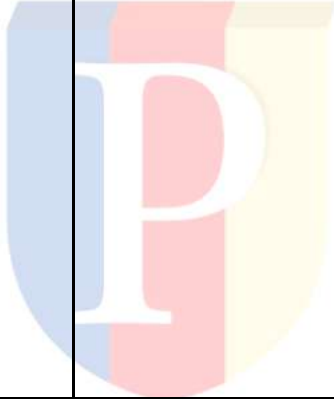
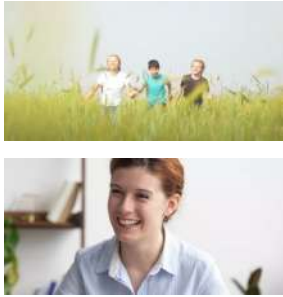

#### STORYBOARD

**PRODUCT:** Documentary Film



**TITLE:** Trip Down Memory Lane



**DURATION:** 10 minutes



**Table 3.6** Storyboard



SCENE	SEQUENCE	VISUAL	SCRIPT
Opening, Footage of contradicting comparison between the past and now	1		<b>Script:</b> no voiceover <b>Camera:</b> <b>Duration:</b> 17 seconds <b>Transition:</b> typewriter style <i>“We asked several people about their childhood memories.”</i>
Opening, interview scene with Pak Asep	1		<b>Script:</b> (Interview about childhood) <b>Camera:</b> <b>Duration:</b> 1 minute 15 seconds <b>Transition:</b>
Opening, Comparison between life now and then	2		<b>Script:</b> Nostalgia. The tugging of our hearts towards the past.

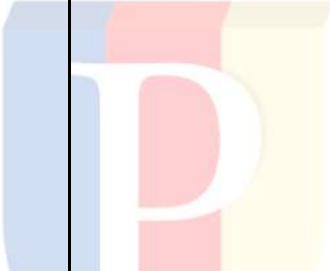







			<p>In a world hurtling towards an uncertain future, we find ourselves caught between the vivid contrasts of the present and the embrace of memories</p> <p><b>Camera:</b></p> <p><b>Duration:</b> 25 seconds</p> <p><b>Transition:</b></p>
	3		<p><b>Script:</b> Today's world moves at an unrelenting pace. Technology, advancements, and the race for progress have woven a tapestry of convenience and complexity. But within this tapestry, something is lost—a connection to a simpler time.</p> <p><b>Camera:</b></p> <p><b>Duration:</b> 18 seconds</p> <p><b>Transition:</b></p>


<p>Children playing</p>	<p>4</p>		<p><b>Script:</b> With boundless energy and enthusiasm, we used to engage in spirited childhood games of anything our minds allow us, while our footprints imprint the earth. Our laughter is a symphony, a sound that can only be truly appreciated when experienced in person.</p> <p><b>Camera:</b></p> <p><b>Duration:</b> 22 seconds</p> <p><b>Transition:</b> fade to black</p>
<p>Rhetorical question</p>	<p>5</p>		<p><b>Script:</b> Have you ever stopped to wonder what it would feel like to travel back in time to escape and relive those memories?</p> <p><b>Camera:</b> Black screen, typewriter</p> <p><b>Duration:</b> 5 secs</p> <p><b>Transition:</b> none</p>


2.	6		<p><b>Script:</b> Step into Indonesia Kite Museum, a place where there's a comforting familiarity in nostalgia, a sense of revisiting a time when life felt simpler, warmer, and perhaps more innocent. It's a gentle tug at the heartstrings, reminding you of the beauty of bygone days.</p> <p><b>Duration:</b> 20 seconds</p> <p><b>Transition:</b></p>
	7		<p><b>Script:</b> Life was more uncomplicated, just like a kite. A simple makeshift toy that is made out of paper, plastic, or cloth, that is flown in the air using a lengthy string. As time passes, kites become more than</p>

			<p>just a toy, they become an instrument of assistance in man's daily life (fishing kite), and also as an element of culture.</p> <p><b>Camera:</b>  <b>Duration:</b> 22 seconds  <b>Transition:</b></p>
	8		<p><b>Script:</b> We can find 2 dimensional and 3 dimensional kites with different sizes that vary from local to international. Some examples are the delta kite, diamond kite, and rokaku kite.</p> <p><b>Camera:</b>  <b>Duration:</b> 15 seconds  <b>Transition:</b></p>
	9		<p><b>Script:</b> in a world fueled by technology and virtual experiences, new</p>

			<p>generations are embracing a different kind of thrill—one that involves getting their hands dirty, exploring the tangible, and creating real memories. This museum isn't just about admiring art; it's about experiencing it.</p> <p><b>Camera:</b></p> <p><b>Duration:</b> 22 seconds</p> <p><b>Transition:</b></p>
	10	 <p>Scene: Introduction interviewee, workshop scene,</p> 	<p><b>Script:</b> (Interview questions: introduction, when it all started, the process and, materials)</p> <p><b>Camera:</b> Slow pan, slow motion, stop motion</p> <p><b>Duration:</b> 4 minutes 12 seconds</p> <p><b>Transition:</b></p>

	11		<p><b>Script:</b> The museum's ambiance invites visitors to not just witness but also to experience. Interactive sessions allow guests to try their hands at crafting their miniature kites, forging a deeper connection with the art form.</p> <p><b>Camera:</b></p> <p><b>Duration:</b> 18 seconds</p> <p><b>Transition:</b></p>
	12		<p><b>Script:</b> (Interview with the visitors while they are doing the workshop)</p> <p><b>Camera:</b></p> <p><b>Duration:</b> 1 minute 15 seconds</p> <p><b>Transition:</b></p>
	13		<p><b>Script:</b> (Interview regarding the purpose of the museum, the workshop, their</p>

			<p>future goals and plans)</p> <p><b>Camera:</b></p> <p><b>Duration:</b> 45 seconds</p> <p><b>Transition:</b></p>
Closing	14	<p>The camera pans to a group of artists and participants, smiles on their faces, holding their finished pottery pieces as a symbol of their shared experience, reverse to the beginning of the video</p> 	<p><b>Script:</b> As you leave the museum, there's a sense of having soared through time and culture. The experience leaves an imprint, fostering a deeper appreciation for the artistry, history, and significance of something so simple yet extraordinary. Kites being a testament to our childhood nostalgia, while a beautiful sentiment, is a tether to the past, yet a catalyst for appreciating the present day for its culture, and as a remembrance to our innocence and youth.</p>

			<p><b>Camera:</b> Reverse to the beginning of the video</p> <p><b>Duration:</b> 45 seconds</p> <p><b>Transition:</b></p>
4. Credit scene	15		<p><b>Camera:</b></p> <p><b>Duration:</b> 5 seconds</p> <p><b>Transition:</b></p>

