

## **CHAPTER III**

### **SCENARIO OF FIELD OBSERVATION**

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

##### **3.1.1 Scene 1**

In the opening scene of this video, showing a glimpse of the front view of Moxy Hotel Bandung.

##### **3.1.2 Scene 2**

Catie introduces herself as the General Manager.

##### **3.1.3 Scene 3**

Catie begins to share the story of her career journey.

(Cinematic video shoot of Catie walking in the hotel area: lobby and other facilities).

##### **3.1.4 Scene 4**

Catie answers questions combined with a cinematic video of Catie at work.

##### **3.1.5 Scene 5**

Cinematic transitions of hotel employees working in each department are shown.

##### **3.1.6 Scene 6**

Showing the complication of hotel employees' answers about Catie.

##### **3.1.7 Scene 7**

Showing the view of Mr. Robby Fachri (Area Director Human Resources - Marriott) regarding questions of Women Leaders or Female GMs at Marriott Company.

##### **3.1.8 Scene 8**

Ends the video by doing the final shoot followed by closing statement about career women and housewives from Catie.

##### **3.1.9 Scene 9**

This scene is in the form of credits, expressing thanks to the parties involved in the production process, followed by the logos of Podomoro University and Hotel Business Program.

Based on the topic and purpose of our storytelling, our target audience is adult women in the range of 21-50 years old who have or have the desire to become career women and want to build their career journey, especially in the hospitality field. With the hope that after introducing Caitie's career journey, which is full of motivation, it can inspire women to build enthusiasm for a career and confidence that women can also become leaders and pursue careers.

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

The trip to Bandung was taken by shuttle bus. The initial gathering point is at Mall Central Park at 9am, the trip starts at 10am. The trip to Bandung takes about 120 to 150 minutes from the Central Park Mall. When we arrived in Bandung, we went straight to Hotel Moxy Bandung. While waiting for check-in time, we met Catie and did some observation around the hotel for tomorrow's shooting. After the tour, we had lunch and continued with check-in. After check-in, we relaxed for a while and explored the city of Bandung. The activity continued with enjoying dinner. After the event was over, we returned to the hotel and rested to prepare our energy for tomorrow's event.

On the next day, the first activity started with breakfast. Then we prepared ourselves and all the needs for shooting. Before lunchtime, we did a short briefing to Catie. shooting will start after lunchtime until it is finished. After shooting, we rested while analysing the shooting results. Then we will have dinner and rest.

On the last day, the activities started with breakfast. Then we focused on completing footage and other unmet needs from yesterday's shooting. After all shooting activities were completed, we got ready to check out. Before going home, we had lunch. Then after finishing lunch, we prepared to go home and say thank you and goodbye to Catie. The trip home will start at 2pm and arrive in Jakarta around 4pm.

### 3.3 Field Observation Rundown

**Table 3.3.1**

**BANDUNG RUNDOWN TABLE**

<b>Time</b>	<b>Activities</b>
<p><b>Day 1</b> <b>16<sup>th</sup> October 2023</b></p>	
09.00 – 10.00	Gather at Central Park
10.00 – 12.00	Travel to Bandung using shuttle bus.
12.00 – 12.15	Arrive at Moxy Hotel Bandung
12.15 – 13.00	Lunch
13.00 – 14.00	Meet with Catie and observation around the hotel
14.00 – 17.00	Lunch
17.00 – 19.00	Check in and rest in the room
19.00 – 21.00	Explore Bandung city
21.00	Dinner
	Arrival at hotel
<p><b>Day 2</b> <b>17<sup>th</sup> October 2023</b></p>	
08.00 – 09.00	Wake up and get ready
09.00 – 11.00	Breakfast
11.00 – 12.00	Shooting preparation
12.00 – 13.00	Lunch
13.00 – 17.00	Start shooting
17.00 – 18.00	Finish shooting
18.00 – 19.00	Rest and analyse shooting results
19.00 – 20.00	Dinner
20.00	Free time and rest
<p><b>Day 3</b> <b>18<sup>th</sup> October 2023</b></p>	
08.00 – 9.00	Breakfast
09.00 – 12.00	Complete all the footages and other shooting needs
12.00 – 12.30	Check-out
12.30 – 13.30	Lunch
13.30 – 14.00	Prepare to go home and farewell to Caitie
14.00	Travel back to Jakarta

**Table 3.3.2**

**JAKARTA RUNDOWN TABLE**

<b>Time</b>	<b>Activities</b>
<b>Day 1 6<sup>th</sup> November 2023</b>	
09.00 – 10.00	Gather at Central Park
10.00 – 11.00	Lunch
12.00 – 12.30	Travel to Marriott Corporate, SCBD
12.30 – 12.45	Meet with Mr. Robby Fachri
12.45 – 15.00	Video shooting and interview
15.00 – 16.00	Complete all the footages and other shooting needs
16.00 – 16.30	Farewell to Mr. Robby Fachri
16.30	Go home

**3.4 Data Collection**

**Table 3.4**

**INTERVIEW OBJECTIVES MATRIX**

<b>No.</b>	<b>Sources</b>	<b>Question Instrument</b>	<b>Data Obtained</b>
1.	Caitie Younghwa Lee	<ul style="list-style-type: none"> <li>• What is the story of Caitie Younghwa Lee’s career journey from zero to today?</li> <li>• What are the obstacles and challenges in making women a leader in hospitality as a female General Manager?”</li> </ul>	<p>⇒ Provides important information about Caitie Younghwa Lee's career journey in achieving her position as General Manager.</p> <p>⇒ Provides information of the challenges and obstacles as a female</p>

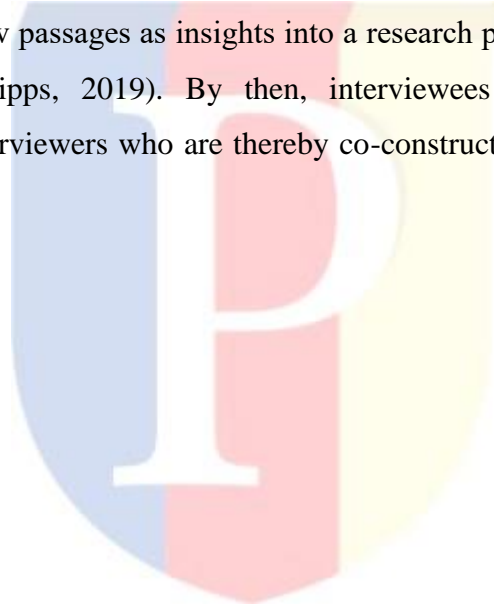
		<ul style="list-style-type: none"> <li>• How to survive in the hospitality field as a female General Manager?</li> <li>• What are the challenges in South Korea to become a female leader?</li> <li>• What character traits should a woman have to become a General Manager?</li> <li>• What are the factors of "Women Leadership" that affect effectiveness and performance for employees?</li> <li>• How to balance housework/ personal life and being a General Manager?</li> <li>• What are your motivations and goals in pursuing your career and who is your support system?</li> </ul>	<p>leaders or General Manager.</p> <p>⇒ Knowing the most difficult things or obstacles that exist when becoming women leaders &amp; how survive being a female General Manager in hospitality field</p> <p>⇒ Provides the obstacles for being a female leader in South Korea</p> <p>⇒ Knowing what character traits a female general manager should have</p> <p>⇒ Provides information about the aspects of Women Leadership that become obstacles or support for employee performance</p> <p>⇒ Provides information so that household chores and General Manager work can be balanced</p> <p>⇒ Knowing Caitie Younghwa Lee's motivation and intention in pursuing her career to become GM and her support system</p>

2.	Employees of Moxy Hotel, Bandung	<ul style="list-style-type: none"> <li>• How do Moxy Hotel Bandung employees perceive Caitie Younghwa Lee's leadership performance as General Manager?</li> <li>• 1 Word to Caitie Younghwa Lee</li> </ul>	<p>⇒ Knowing the perceptions or views of Moxy Hotel Bandung employees about the performance of Caitie Younghwa Lee</p> <p>⇒ Knowing the 1 word that Moxy Hotel Bandung employees would give for Caitie Younghwa Lee</p>
3.	Robby Fachri (Area Director of Human Resources – Marriott)	<ul style="list-style-type: none"> <li>• What is your view on Women Leaders or Women GMs in Marriott Company?</li> <li>• Why do you think the population of female GMs, especially in the hospitality sector, is still relatively small in Indonesia?</li> </ul>	<p>⇒ Find out Robby Fachri's views on Women Leaders or female GMs at Marriott Company</p> <p>⇒ Knowing Robby Fachri's views on the still relatively small population of Female GMs in Indonesia</p>

### 3.5 Data Selection and Analysis

Caitie Younghwa Lee's profile is still rarely known by many people, even though the story of her career journey is very inspiring and provides motivation to women who want to support their careers as women leaders. Therefore, we will conduct this storytelling process by conducting a qualitative method. According to Dr. Creswell in his book "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches" (2018), suggests that one of the concepts in qualitative methods is content analysis which is used to analyse images, text content, and other things that are systematic in nature. This storytelling method uses qualitative methods, because this method is one of the most appropriate methods to tell and understand the experience of a human being and describe it in detail to get the desired understanding.

In addition, this storytelling is also complemented by additional support in the form of analysis in the context of collecting posters, videos, and direct interviews with sources. The importance of holistic case analysis involves the identification of patterns, themes, and concepts during the research, as well as a deep understanding of the context and the relationship between variables with one another. Interview analysis is also an important stage of a qualitative method to explore in-depth information about the research to be made. (Yin, 2014). By having interview person by person, it can help us to achieve the data we desire. Interviewing is a frequent data-gathering tool used by social scientists to gain a better understanding of how persons perceive and act in their social contexts. It is seen as problematic to understand interviews if researchers just give selected examples of interview passages as insights into a research participant's method of thinking (Axel Philipps, 2019). By then, interviewees produce meaningful interactions with interviewers who are thereby co-constructors of these meanings (Holstein J, 2016).



### 3.6 Script and Storyboard Creation


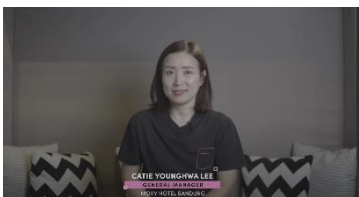
Table 3.4

#### STORYBOARD



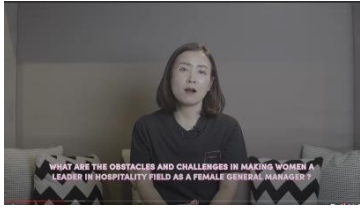
PRODUCT: DOCUMENTARY FILM



TITLE: THE HISTORY OF CAITIE YOUNGHWAL LEE: “EMPOWERING WOMEN’S LEADERSHIP IN THE HOSPITALITY INDUSTRY”



DURATION: 10.56 MINUTES


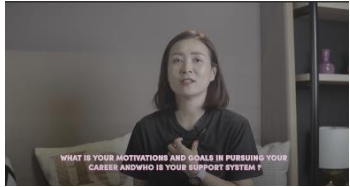
SCENE	SEQUENCE	VISUAL	SCRIPT
1. Opening	1	 <p>Figure 3.1 Moxy Hotel Bandung</p>	<p><b>Description:</b> The opener will highlight the appearance of Hotel Moxy Bandung, such as the building &amp; lobby.</p> <p><b>Camera:</b> Long shot (zoom out to)</p> <p><b>Audio:</b> Serenity by Janomusic</p> <p><b>Duration:</b> 00.08</p> <p><b>Transition:</b> dissolve to</p>
	2	 <p>Figure 3.2 Caitie Younghwa Lee’s Introduction</p>	<p><b>Description:</b> Caitie briefly introduced herself as the General Manager.</p> <p><b>Camera:</b> Medium close up</p> <p><b>Audio:</b> Serenity by Janomusic</p> <p><b>Duration:</b> 00.10</p>


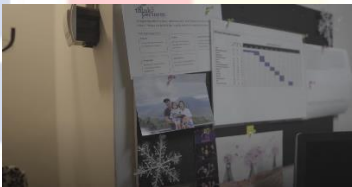





			<b>Transition:</b> cut to
<p><b>2.</b> <b>Catie</b> <b>Younghwa</b> <b>Lee's career</b> <b>journey</b></p>	1	 <p><b>Figure 3.3</b> Caitie Younghwa Lee's Journey (Past)</p>	<p><b>Description:</b> Catie tells us about her career journey before becoming a General Manager</p> <p><b>Camera:</b> Medium close up</p> <p><b>Audio:</b> Autumn in fall by RecProduction</p> <p><b>Duration :</b> 02.00</p> <p><b>Transition:</b> cut to</p>
	3	 <p><b>Figure 3.4</b> Caitie Younghwa Lee's Present Career</p>	<p><b>Description:</b> Continued video of Catie talking about her present career (Followed by a video shot of Caitie walking in the hotel area)</p> <p><b>Camera:</b> wide shoot</p> <p><b>Audio:</b> Autumn in fall by RecProduction</p> <p><b>Duration :</b> 00.10</p> <p><b>Transition:</b> dissolve to</p>
<p><b>3.</b> <b>The role of</b> <b>woman</b> <b>leadership</b> <b>in the</b> <b>hospitality</b> <b>field</b></p>	1	 <p><b>Figure 3.5</b> Caitie Younghwa Lee answered the 2nd Question</p>	<p><b>Description:</b> Caitie answered the question about the second question, "What are the obstacles and challenges in making women a leader in</p>


			<p>hospitality as a female General Manager?”</p> <p><b>Camera:</b> Medium close up</p> <p><b>Audio:</b> Touch a dream by unknown_signal</p> <p><b>Duration:</b> 01.00</p> <p><b>Transition:</b> cut to</p>
	2	 <p><b>Figure 3.6 Transition Video of Caitie Younghwa Lee at Work</b></p>	<p><b>Deskripsi:</b> Interspersed with transition videos of Caitie at work (meetings, employee evaluations, monitoring)</p> <p><b>Camera:</b> medium shoot</p> <p><b>Audio:</b> Touch a dream by unknown_signal</p> <p><b>Duration:</b> 00.10</p> <p><b>Transition:</b> cut to</p>
	3	 <p><b>Figure 3.7 Caitie Younghwa Lee answered the 3rd Question</b></p>	<p><b>Deskripsi:</b> Caitie answered the third question “What character traits should a woman have to become a General Manager?”</p>



			<p><b>Camera:</b> Medium close up</p> <p><b>Audio:</b> Touch a dream by unknown_signal</p> <p><b>Duration:</b> 01.00</p> <p><b>Transition:</b> cut to</p>
	4	 <p><b>Figure 3.8 Transition Video of Daily Moments with Employees</b></p>	<p><b>Description:</b></p> <p>Interspersed with videos are transitions of Caitie's daily moments with employees.</p> <p><b>Camera:</b> wide shoot</p> <p><b>Audio:</b> Touch a dream by unknown_signal</p> <p><b>Duration:</b> 00.10</p> <p><b>Transition:</b> cut to</p>
	5	 <p><b>Figure 3.9 Caitie Younghwa Lee answered the 4th Question</b></p>	<p><b>Deskripsi:</b> Caitie answered the fourth question “How to balance your personal life and being a General Manager?”</p> <p><b>Camera:</b> Medium close up</p>

			<p><b>Audio:</b> Touch a dream by unknown_signal</p> <p><b>Duration:</b> 01.00</p> <p><b>Transition:</b> cut to</p>
	6	 <p><b>Figure 3.10 Caitie Younghwa Lee Seeing Employee Performance</b></p>	<p><b>Description:</b> Interspersed with videos are transitions of Caitie seeing employee performance</p> <p><b>Camera:</b> Medium close up</p> <p><b>Audio:</b> Touch a dream by unknown_signal</p> <p><b>Duration:</b> 01.00</p> <p><b>Transition:</b> cut to</p>
	7	 <p><b>Figure 3.11 Caitie Younghwa Lee answered the 5<sup>th</sup> Question</b></p>	<p><b>Description:</b> Caitie answered the fifth question “What is your motivations and goals in pursuing your career and who is your support system?”</p>


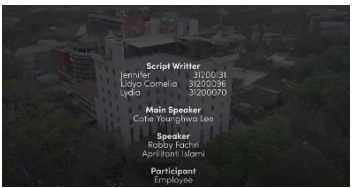
			<p><b>Camera:</b> wide shoot</p> <p><b>Audio:</b> Touch a dream by unknown_signal</p> <p><b>Duration:</b> 00.10</p> <p><b>Transition:</b> cut to</p>
	8	 <p><b>Figure 3.12 Transition Video of Caitie Younghwa Lee in Her Spare Time</b></p>	<p><b>Description:</b> Interspersed with videos are transitions of Caitie</p> <p><b>Camera:</b> Medium close up</p> <p><b>Audio:</b> Touch a dream by unknown signal</p> <p><b>Duration:</b> 01.00</p> <p><b>Transition:</b> cut to</p>
	9	 <p><b>Figure 3.13 Transition Video of Caitie Younghwa Lee's Family Photos</b></p>	<p><b>Description:</b> Bring up photos of Caitie's family.</p> <p><b>Camera:</b> -</p> <p><b>Audio:</b> Touch a dream by unknown signal</p> <p><b>Duration:</b> 00.10</p> <p><b>Transition:</b> dissolve to</p>

<p><b>4. Employees of Moxy Hotel, Bandung</b></p>	<p>1</p>	 <p><b>Figure 3.14 Moxy Hotel Bandung's Outlet</b></p>	<p><b>Description:</b> Videoshoot Hotel Moxy Bandung outlet &amp; employees at work.</p> <p><b>Camera:</b> wide shoot <b>Audio:</b> Bashfulness by SHANTI <b>Duration:</b> 00.10 <b>Transition:</b> cut to</p>
	<p>2</p>	 <p><b>Figure 3.15 Employee's POV about Caitie Younghwa Lee</b></p>	<p><b>Description:</b> Asked a question to one of the employees: "How do you perceive Caitie Younghwa Lee's leadership performance as General Manager?"</p> <p><b>Camera:</b> Medium close up <b>Audio:</b> Bashfulness by SHANTI <b>Duration:</b> 00.20 <b>Transition:</b> cut to</p>
	<p>3</p>	 <p><b>Figure 3.16 " 1 Word " for Caitie Younghwa Lee</b></p>	<p><b>Description:</b> Showing complication answers from hotel employees answering questions: "1</p>

			<p>Word to Caitie Younghwa Lee"</p> <p><b>Camera:</b> Medium close up</p> <p><b>Audio:</b> Bashfulness by SHANTI</p> <p><b>Duration:</b> 00.20</p> <p><b>Transition:</b> dissolve to</p>
<p><b>5. Robby Fachri (Area Director of Human Resources – Marriott)</b></p>	<p>1</p>	 <p><b>Figure 3.17 Bridging</b></p>	<p><b>Description:</b> The opener of Robby Fachri’s scene will be a bridging video (a blank slide with a typewriter text)</p> <p><b>Camera:</b> Long shot (zoom out to)</p> <p><b>Audio:</b> Remember the time by DannyKaufmann</p> <p><b>Duration:</b> 00.08</p> <p><b>Transition:</b> dissolve to</p>

	2	 <p><b>Figure 3.18 Interview with Robby Fachri</b></p>	<p><b>Description:</b> Featuring answers from Mr. Robby with the question: "What is your view on Women Leaders or Female GMs at Marriott Company?"</p> <p><b>Camera:</b> Medium close up</p> <p><b>Audio:</b> Remember the time by DannyKaufmann</p> <p><b>Duration:</b> 00.45</p> <p><b>Transition:</b> dissolve to</p>
	3	 <p><b>3.19 Interview with Robby Fachri</b></p>	<p><b>Description:</b> Featuring answers from Mr. Robby with the question: " Why do you think the population of female GMs, especially in the hospitality sector, is still relatively small in Indonesia?"</p> <p><b>Camera:</b> Medium close up</p>



			<p><b>Audio:</b> Remember the time by DannyKaufmann</p> <p><b>Duration:</b> 00.45</p> <p><b>Transition:</b> dissolve to</p>
<p><b>6. Closing</b></p>	<p>1</p>	 <p><b>3.20 Last Sentence from Caitie Younghwa Lee</b></p>	<p><b>Description:</b> Catie gave a closing statement about career women and housewives, for closure followed by a zoom out effect showing Catie in front of Hotel Moxy Bandung</p> <p><b>Camera:</b> Long shot (zoom out to)</p> <p><b>Audio:</b> Remember the time by Danny Kaufmann</p> <p><b>Duration:</b> 00.20</p> <p><b>Transition:</b> fade to black</p>
	<p>2</p>	 <p><b>3.21 Closing and Credits</b></p>	<p><b>Description:</b> This scene provides credits, thanking the parties involved in making the video, followed by the Podomoro University</p>

			<p>logo, and the Hotel Business Program.</p> <p><b>Camera:</b> -</p> <p><b>Audio:</b> Remember the time by Danny Kaufmann</p> <p><b>Duration:</b> 00.10</p> <p><b>Transition:</b> fade to black</p>
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