

III. SCENARIO OF FIELD OBSERVATION

3.1. Storyline Scenario

This storytelling video project will be made in a cinematic documentary style—that involves interviews. The storyline will focus on showing the ecotourism activities around Bunaken Island and their benefits toward nature and the local community. However, the direction of the story will be determined based on the responses of the interviews. Hence, the scenario below will only be used as a guideline.

First, **scene 1** explains about ecotourism in general. Then, **scene 2** shows the authors as tourists that want to experience ecotourism around Bunaken Island. From **scene 3** to **scene 14**, the story develops by showing the daily activities of the local community and how tourists are invited to get involved in them. These scenes are told from both points of view alternately.

Afterward, **scene 15** to **scene 18** focus on the facts of Bunaken National Park. The scenes show excerpts of an interview with Bunaken National Park Hall representative regarding biosphere reserve, conservation, and the marine ecosystem. Also, footage of the marine park scenery is shown in the scenes. In some scenes, the responses of the interview are stitched into the footage as a voice-over.

Then, **scene 19** tells the conclusion of the story from the tourists' point of view. Lastly, **scene 20** shows the tourists interacting and laughing with the local people on the beach. The scene zooms out slowly and shows a long shot of the area. Then, a message about respecting nature and local people is heard through a voice-over.

3.2. Field Observation Plan

The field observation will be carried out in two places, at the Bunaken National Park Hall and in Bunaken National Park. The first observation will take place on September 30th 2021 at the hall. This observation aims to gather information regarding the conservation activities of the marine park through an interview with the hall representative. The outcome of this observation will be used as a guideline for video footage collection in Bunaken National Park.

The second observation will be held from 6th to 7th October 2021 in Bunaken National Park. The authors will stay in a local homestay on Bunaken Island and interact with the local community. During the stay, the authors will interview the residents to gather information. Also, the authors will participate in the ecotourism activities and explore the marine park.

3.3. Field Observation Rundown

Below is the rundown of the observation that includes the filming activities:

Date	Time	Activity
30 th September 2021	13.00 – 14.00	Interview with the representative of Bunaken National Park Hall
6 th October 2021	08.00 – 09.30	Film video footage in Bunaken National Park
	10.30 – 11.30	Interview with local resident 1
	11.30 – 12.30	Interview with local resident 2
	13.30 – 17.30	Participate in activities in the village (include filming)
	19.30 – 20.30	Film video footage of the night view
7 th October 2021	04.30 – 05.15	Film video footage of the sunrise view
	05.15 – 08.00	Look for dolphins (include filming)
	09.00 – 10.00	Interview with local resident 3
	10.00 – 12.30	Snorkeling and underwater tour (include filming)
	13.30 – 16.30	Film closing scenes

Table 1. Field Observation Rundown

3.4. Data Collection

The data collection methods of this project are through interviews and observation. In order to support the scenario and to guide the activities, the interview objectives are formulated into a matrix. Below is the matrix:

Respondent	Necessary Data
Bunaken National Park Hall Representative	<ul style="list-style-type: none"> • Bunaken National Park as a part of UNESCO's biosphere reserve • The conservation activity • Ecotourism benefit on the marine ecosystem
Local Resident 1	<ul style="list-style-type: none"> • Their daily activities • Tourist attractions • Ecotourism benefit for them
Local Resident 2	
Local Resident 3	

Table 2. Interview Objectives Matrix

3.5. Data Selection and Analysis

All data collected will be sorted and analyzed qualitatively. Then, the authors will determine which data best fits the storyline of the project. It then will be included in the video. The remaining data will be used as supporting data.

3.6. Script and Storyboard Creation

The script is made with StudioBinder software and the storyboard is created with an online template from Microsoft PowerPoint 2019 program. Moreover, the script and storyboard correspond to the storyline scenario above. Both are attached in **APPENDIX 1** and **APPENDIX 2** respectively.

3.7. Filming

The filming will be carried out according to the attached storyboard as a guideline. In addition, professional services are used in the shooting process to ensure the quality of the project.

3.8. Storyline and Filming Result Synchronization

As mentioned in **3.1. Storyline Scenario**, the authors understand that the direction of the story will be determined based on the responses of the interviews. Thus, any alterations in the filming result will be synced to suit the project's purposes. Below is the synchronization checklist table:

Scene	Activity	Description	(✓/✗)
1	Ecotourism	Ecotourism definition	✓
2	Introduction	Tourists start their ecotourism journey on Bunaken National Park	✓
3 – 14	Ecotourism activities	Interview with locals	✓
		Local activities	✓
		Tourist attractions	✓
15 – 18	Conservation activities	Interview with hall representative (the interview was not conducted due to an unmatched schedule. However, the information needed is found in the interview with a local resident in Bunaken Island)	✗
		Conservation areas	✓
		Bunaken National Park scenery	✓
19	Conclusion	Conclude the ecotourism experience	✓
20	Message	Respect nature and people	✓

Table 3. Synchronization Checklist

3.9. Editing

The editing process of the video will use Adobe Premiere Pro CC 2020 software and Adobe After Effects CC 2020 software. Also, the voiceover in the video will be recorded by a voiceover actor from Fiverr (an online freelance service).