

## APPENDIX 1. SCRIPT

FADE IN:

**1 STOCK 1**

BEGIN MONTAGE:

The footages depend on local activities.

IN SLOW MOTION - THE LOCALS do their daily activities. They work and interact with each other.

NARRATOR 1 (V.O.)  
(Poetically describing the activities)  
To experience nature. To engage with the community. And to learn respect.

A sentence of ECOTOURISM definition SHOWS on screen.

END MONTAGE.

FADE TO:

**2 EXT. JETTY - DAY 2**

IN SLOW MOTION - WEE SEE ANDREW, EDGARD, JUAN from behind are enjoying the view.

NARRATOR 1 (V.O.)  
(Poetically welcoming)  
Welcome to our ecotourism journey in Bunaken.

MOVE PAST them to the sea and TILT TO the sky. The video title "ECOTOURISM JOURNEY IN BUNAKEN" appears in the sky.

CUT TO:

**3 EXT. VILLAGE - DAY 3**

RESPONDENT 1 answers the questions.

RESPONDENT 1  
(While sitting facing forward)  
Dialogue depends on the response

CUT TO:

BEGIN MONTAGE:

**4 EXT/INT. LOCATION DEPENDS ON RESPONDENT 1'S RESPONSE - DAY 4**

Actions by Andrew, Edgard, Juan depend on Respondent 1's response.

RESPONDENT 1 (V.O.) (CONT'D)  
Dialogue depends on the response

CUT TO:

**5 EXT. VILLAGE - DAY 5**

RESPONDENT 1 answers the questions.

RESPONDENT 1 (CONT'D)  
(While sitting facing  
forward)  
Dialogue depends on the response

CUT TO:

**6 EXT/INT. LOCATION DEPENDS ON RESPONDENT 1'S RESPONSE - DAY 6**

Actions by Andrew, Edgard, Juan depend on Respondent 1's response.

NARRATOR 1 (V.O.)  
Dialogue depends on the response

END MONTAGE.

CUT TO:

**7 EXT. VILLAGE - DAY 7**

RESPONDENT 2 answers the questions.

RESPONDENT 2  
(While sitting facing  
forward)  
Dialogue depends on the response

CUT TO:

BEGIN MONTAGE:

**8 EXT/INT. LOCATION DEPENDS ON RESPONDENT 2'S RESPONSE - DAY 8**

Actions by Andrew, Edgard, Juan depend on Respondent 2's response.

RESPONDENT 2 (V.O.) (CONT'D)  
Dialogue depends on the response

CUT TO:

**9 EXT. VILLAGE - DAY**

**9**

RESPONDENT 2 answers the questions.

RESPONDENT 2 (CONT'D)  
(While sitting facing  
forward)  
Dialogue depends on the response

CUT TO:

**10 EXT/INT. LOCATION DEPENDS ON RESPONDENT 2'S RESPONSE - DAY 10**

Actions by Andrew, Edgard, Juan depend on Respondent 2's  
response.

NARRATOR 2 (V.O.)  
Dialogue depends on the response

END MONTAGE.

CUT TO:

**11 EXT. VILLAGE - DAY**

**11**

RESPONDENT 3 answers the questions.

RESPONDENT 3  
(While sitting facing  
forward)  
Dialogue depends on the response

CUT TO:

BEGIN MONTAGE:

**12 EXT/INT. LOCATION DEPENDS ON RESPONDENT 3'S RESPONSE - DAY 12**

Actions by Andrew, Edgard, Juan depend on Respondent 3's  
response.

RESPONDENT 3 (V.O.) (CONT'D)  
Dialogue depends on the response

CUT TO:

**13 EXT. VILLAGE - DAY 13**

RESPONDENT 3 answers the questions.

RESPONDENT 3 (CONT'D)  
(While sitting facing  
forward)  
Dialogue depends on the response

CUT TO:

**14 EXT/INT. LOCATION DEPENDS ON RESPONDENT 3'S RESPONSE - DAY 14**

Actions by Andrew, Edgard, Juan depend on Respondent 3's response.

NARRATOR 3 (V.O.)  
Dialogue depends on the response

END MONTAGE.

FADE TO:

**15 EXT. SEA - DAY 15**

BEGIN MONTAGE:

The footages of the scenery depend on BUNAKEN NATIONAL PARK HALL REPRESENTATIVE response.

HALL REPRESENTATIVE (V.O.)  
Dialogue depends on the response

CUT TO:

**16 INT/EXT. BUNAKEN NATIONAL PARK HALL - DAY 16**

HALL REPRESENTATIVE answers the questions.

HALL REPRESENTATIVE (CONT'D)  
Dialogue depends on the response

CUT TO:

**17 EXT. LOCATION DEPENDS ON HALL REPRESENTATIVE'S RESPONSE - DAY 17**

The footages of the scenery depend on BUNAKEN NATIONAL PARK HALL REPRESENTATIVE response.

HALL REPRESENTATIVE (V.O.) (CONT'D)  
Dialogue depends on the response

CUT TO:

**18 EXT. SEA - DAY**

**18**

The footages of the scenery depend on BUNAKEN NATIONAL PARK  
HALL REPRESENTATIVE response.

NARRATOR 3 (V.O.)  
Dialogue depends on the response

END MONTAGE.

FADE TO:

**19 EXT. LOCATION DEPENDS ON THE DIRECTION OF THE STORY - NIGHT 19**

THE SUN HAS SET and Andrew, Edgard, Juan are enjoying their  
journey.

NARRATOR 2 (V.O.)  
(Concluding their journey  
like a diary)  
Dialogue depends on the direction of  
the story

CUT TO:

**20 EXT. BEACH - DAY**

**20**

Andrew, Edgard, Juan are interacting and laughing with the  
local people.

IN SLOW MOTION - MOVING AWAY showing the scenery of the whole  
area.

NARRATOR 1 (V.O.)  
(Conveying a message about  
respecting nature and  
local people)  
Dialogue depends on the direction of  
the story

FADE TO BLACK

# APPENDIX 2. STORYBOARD

Scene: **1** Scene Description: Intro, montage of local activities (00:16)

Shot: **#1 (00:05)**



**Action**  
Footage of Bunaken Island village

**Dialogue**  
V.O. Narrator 1

**FX**  
Nature sound

Shot: **#2 (00:05)**



**Action**  
Local community activities

**Dialogue**  
V.O. Narrator 1

**FX**  
Slow motion, people noise

Shot: **#3 (00:05)**

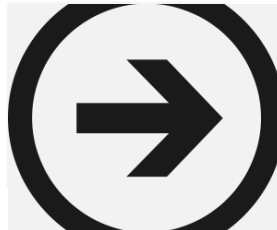


**Action**  
Sentence of ecotourism definition

**Dialogue**  
-

**FX**  
Nature sound

Shot: **## (00:01)**



**Action**  
Transition fade to

**Dialogue**  
-

**FX**  
-

Page 1

Scene: **2** Scene Description: The journey begins, jetty Day (00:16)

Shot: **#1 (00:10)**



**Action**  
Andrew, Edgard, Juan enjoy the view from behind

**Dialogue**  
V.O. Narrator 1

**FX**  
Slow motion, wave sound

Shot: **#2 (00:05)**



**Action**  
Camera moves past them and tilts to the sky, showing the video title

**Dialogue**  
-

**FX**  
-

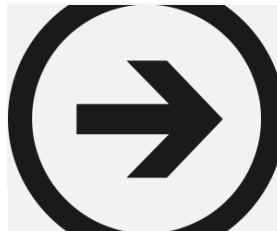
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: **## (00:01)**



**Action**  
Transition cut to

**Dialogue**  
-

**FX**  
-

Page 2

Shot: #1 (00:30)



**Action**  
*Interview*

**Dialogue**  
*Respondent 1 answers*

**FX**  
*Name and occupation*

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

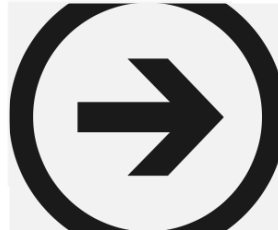
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
*Transition cut to*

**Dialogue**  
-

**FX**  
-



Shot: #1 (00:30)



**Action**  
*Tourist activities*

**Dialogue**  
*V.O. Respondent 1*

**FX**  
-

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

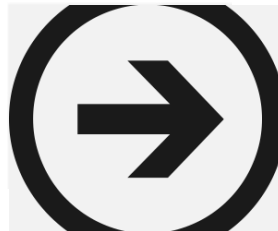
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
*Transition cut to*

**Dialogue**  
-

**FX**  
-

Shot: #1 (00:30)



**Action**  
*Interview*

**Dialogue**  
*Respondent 1 answers*

**FX**  
*Name and occupation*

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

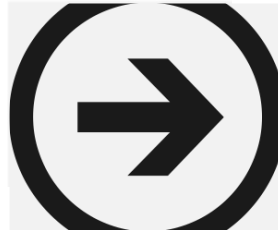
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
*Transition cut to*

**Dialogue**  
-

**FX**  
-



Shot: #1 (00:30)



**Action**  
*Tourist activities*

**Dialogue**  
*V.O. Narrator 1*

**FX**  
-

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

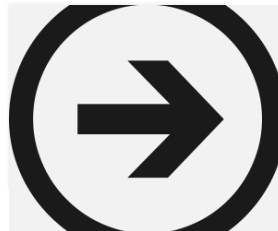
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
*Transition cut to*

**Dialogue**  
-

**FX**  
-



Shot: #1 (00:30)



**Action**  
*Interview*

**Dialogue**  
*Respondent 2 answers*

**FX**  
*Name and occupation*

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

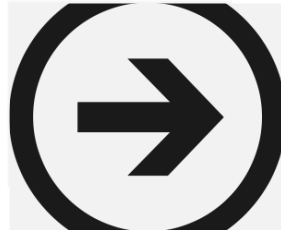
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
*Transition cut to*

**Dialogue**  
-

**FX**  
-



Shot: #1 (00:30)



**Action**  
*Tourist activities*

**Dialogue**  
*V.O. Respondent 2*

**FX**  
-

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

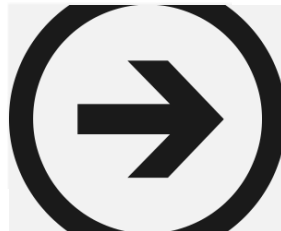
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
*Transition cut to*

**Dialogue**  
-

**FX**  
-

Shot: #1 (00:30)



**Action**  
*Interview*

**Dialogue**  
*Respondent 2 answers*

**FX**  
*Name and occupation*

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

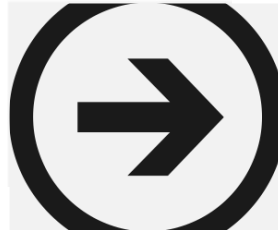
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
*Transition cut to*

**Dialogue**  
-

**FX**  
-



Shot: #1 (00:30)



**Action**  
*Tourist activities*

**Dialogue**  
*V.O. Narrator 2*

**FX**  
-

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

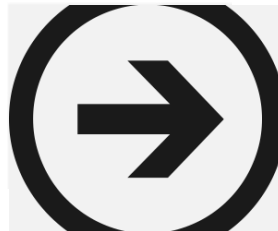
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
*Transition cut to*

**Dialogue**  
-

**FX**  
-

Shot: #1 (00:30)



**Action**  
Interview

**Dialogue**  
Respondent 3 answers

**FX**  
Name and occupation

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

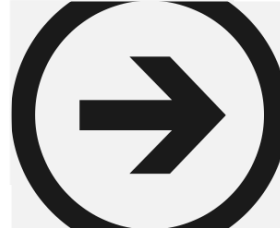
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
Transition cut to

**Dialogue**  
-

**FX**  
-



Shot: #1 (00:30)



**Action**  
Tourist activities

**Dialogue**  
V.O. Respondent 3

**FX**  
-

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

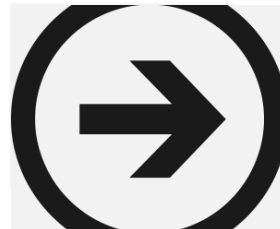
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
Transition cut to

**Dialogue**  
-

**FX**  
-

Shot: #1 (00:30)



**Action**  
Interview

**Dialogue**  
Respondent 3 answers

**FX**  
Name and occupation

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

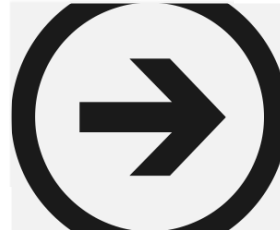
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

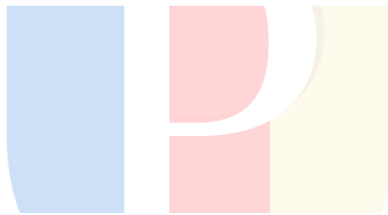
Shot: ## (00:01)



**Action**  
Transition cut to

**Dialogue**  
-

**FX**  
-



Shot: #1 (00:30)



**Action**  
Tourist activities

**Dialogue**  
V.O. Narrator 3

**FX**  
-

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

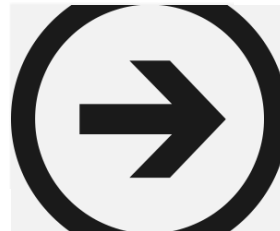
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
Transition fade to

**Dialogue**  
-

**FX**  
-

Shot: #1 (00:30)



**Action**  
*Footage of Bunaken National Park scenery*

**Dialogue**  
*V.O. Hall Representative*

**FX**  
-

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

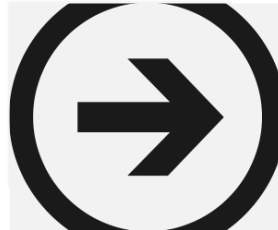
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

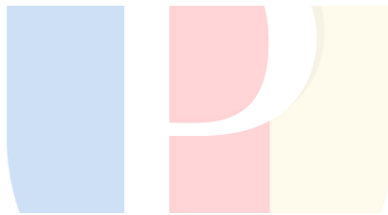
Shot: ## (00:01)



**Action**  
*Transition cut to*

**Dialogue**  
-

**FX**  
-



Shot: #1 (00:30)



**Action**  
*Interview*

**Dialogue**  
*Hall Representative answers*

**FX**  
*Name and occupation*

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

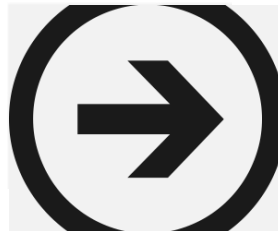
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
*Transition cut to*

**Dialogue**  
-

**FX**  
-

Shot: #1 (00:30)



**Action**  
Footage of Bunaken National Park scenery

**Dialogue**  
V.O. Hall Representative

**FX**  
-

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

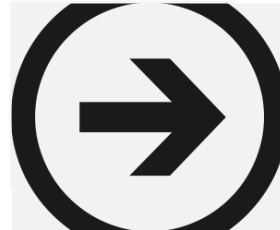
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

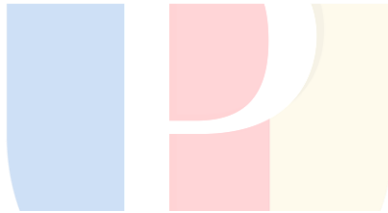
Shot: ## (00:01)



**Action**  
Transition cut to

**Dialogue**  
-

**FX**  
-



Shot: #1 (00:30)



**Action**  
Footage of Bunaken National Park scenery

**Dialogue**  
V.O. Narrator 3

**FX**  
-

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

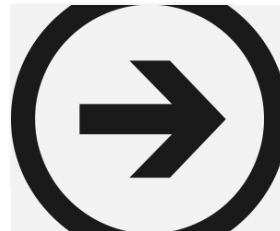
Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: ## (00:01)



**Action**  
Transition fade to

**Dialogue**  
-

**FX**  
-

Shot: #1 (00:15)



**Action**  
*Footage of the journey*

**Dialogue**  
-

**FX**  
-

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: #2 (00:30)

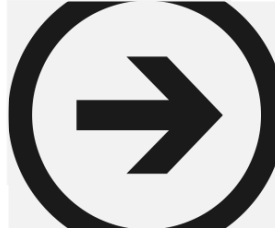


**Action**  
*Andrew, Edgard, Juan enjoying their journey*

**Dialogue**  
*V.O. Narrator 2*

**FX**  
-

Shot: ## (00:01)



**Action**  
*Transition cut to*

**Dialogue**  
-

**FX**  
-



Shot: #1 (00:15)



**Action**  
*Andrew, Edgard, Juan interacting and laughing with the local people*

**Dialogue**  
-

**FX**  
*Slow motion, wave sound*

Shot:

**Action**  
-

**Dialogue**  
-

**FX**  
-

Shot: #2 (00:30)

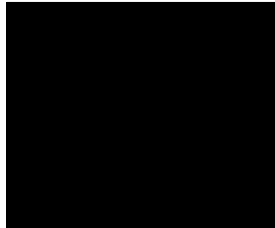


**Action**  
*Camera moves away and shows the full shot of the scenery*

**Dialogue**  
*V.O. Narrator 1*

**FX**  
-

Shot: ## (00:01)



**Action**  
*Fade to black*


**Dialogue**  
-

**FX**  
-

## APPENDIX 3. POSTER

Indonesia's Ecotourism Paradise


# EXPLORE BUNAKEN




### TOURIST ATTRACTIONS

locally-managed attractions, such as lodgings, restaurants, and public facilities.


Also, the locals provide diving and snorkeling equipment rentals, and instructors to guide tourists.






# 80 %


of the locals earn from tourism. They are a coastal community that is very welcoming toward tourists






# 70 %


of the world's marine species are found in the marine park, including 2,000 species of reef fish, around 200 species of mollusks, 8 species of mammals, and some ancient fish








## CORAL TRIANGLE

Bunaken is home to 390 species of coral reefs, 28 species of mangroves, and 9 species of seagrass beds



#EXPLOREBUNAKEN

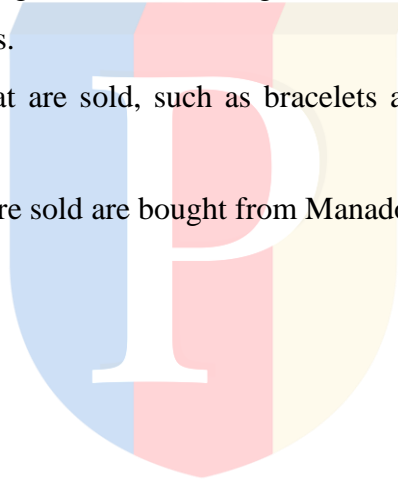
 PODOMORO UNIVERSITY  FACULTY OF TOURISMPRENEUR  HOTEL BUSINESS PROGRAM



## APPENDIX 4. INTERVIEW RESULT I

Name : Niklas David  
Occupation : Neighborhood Chief  
Interview Date : 6<sup>th</sup> October 2021  
Result :

- Around 80 to 90 percent of the locals earn their income from the tourism sector.
- Other than tourism, the locals also earn from agriculture and fishery.
- The locals grow horticultural crops such as rice, chilies, tomatoes, and other quarterly crops.
- Since a long time ago, the locals have grown coconut, cloves, nutmegs, and other annual crops.
- The souvenirs that are sold, such as bracelets and necklaces, are locally handmade.
- The clothes that are sold are bought from Manado city.



## APPENDIX 5. INTERVIEW RESULT II

Name : Jeremy  
Occupation : Local Resident  
Interview Date : 6<sup>th</sup> October 2021  
Result :

- Tourism helps the locals economically.
- Many female residents make handicrafts to be sold.
- The females often go to the beach to look for shells to be made into jewelry to be sold.
- The females often go to the farm to look for bamboos to be cooked or to be made into handicrafts.
- The souvenir sales help increase the income of the locals.
- Jeremy hopes that the government can improve the tourism facilities on Bunaken island.
- Many tourist facilities on the beach are not maintained, such as the jetty that is damaged and has not been renovated.
- Jeremy hopes that the chairs and tables on the beach are replaced with new ones.
- Before, the facilities were well-maintained and there were gazebos around the beach.
- Jeremy hopes that the homestays are improved.
- A long time ago, Bunaken island was a transit place where people from other islands would come and stay the night before they sailed off.

## APPENDIX 6. INTERVIEW RESULT III

Name : Markus  
Occupation : Government Partner Resident  
Interview Date : 7<sup>th</sup> October 2021  
Result :

- Markus is a diver who learned diving regulations.
- When diving, you are not allowed to touch the fish or to step on the coral reefs.
- Coral growth takes a long time, that one centimeter can take years.
- Markus always monitors the sea while sailing.
- Markus makes sure that no one dives using non-standard equipment and that no one does any illegal fishing.
- Markus patrols the area every day to make sure no one is damaging the area, like cutting the mangroves or catching the sea turtles.
- If Markus finds any violation, he would report the issue to Bunaken National Park Hall.
- Sea turtles, sharks, and many other species in Bunaken National Park are protected.

## APPENDIX 7. INTERVIEW RESULT IV

Name : Hawila  
Occupation : Homestay Owner  
Interview Date : 6<sup>th</sup> October 2021  
Result :

- Most of the homestay customers are Chinese tourists.
- During the pandemic, no foreign tourists are visiting Bunaken Island.
- Before the pandemic, Hawila's income from coconut sales alone would reach 10 million Rupiah per day.
- The price of coconut water is 25,000 Rupiah per serving.
- There are no cars on the island.
- The local taxi is an open-body three-wheel motorcycle.

