

Making a Video of Counseling Service Flow at Puspaga Bauntung Batuah to The Community of Banjarmasin City

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Abstract

Informative videos of short duration through social media are increasingly being done. Since the Covid-19 outbreak hit the world, restrictions on social activities have been imposed so that more activities are carried out at home, which has caused the duration of people accessing electronic media and social media to increase. Making a video of the flow of counseling services at Puspaga Bauntung Batuah to the people of the City of Banjarmasin is a means to socialize the flow of registration for counseling services in this place because one of the problems that work partners have is the lack of information provided to the community about how to get the services contained in Puspaga Bauntung Batuah as a service unit provided by the government. Making a video of the counseling service flow at the Bauntung Batuah Puspaga is intended as a medium to inform the public about the registration process to take part in counseling at the Bauntung Batuah Puspaga, Banjarmasin City. Then also promotional media so the people of Banjarmasin want to do counseling or consultation on problems as a preventive tool so that there is no violence in the family.

Keywords: Informative video, counseling, service flow

INTRODUCTION

Entering the era of information and communication technology which increasingly penetrates almost all lines of life, it has an impact on daily human activities that cannot be separated from the touch of technology. It can even be said that humans are highly dependent on information technology (Yuliati, 2018). Informative video duration short via social media increasingly blooms done. Since The Covid-19 outbreak has hit the world, the enactment of restrictions on activity social so that more many activities at home, which causes duration public access to electronic media or social media becomes increased. For example now scattered lengthy videos short containing information about various things.

In addition to informative videos, there are also educational videos. This type of video displays recordings of campaign activities carried out by political parties, non-governmental organizations, or government agencies containing invitations to participate in the success of the planned activities. A social campaign video can be created by making a recording containing an invitation to care about environmental sustainability and so on. The thing that must be considered in making educational videos is the selection of the right words and is persuasive. Because, this type of video contains an invitation to participate in the success of certain activities (Fajarina & Bahriyah, 2021, p. 116).

Literacy level Indonesian people still belong to low, compared with reading culture, community more familiar with activity verbal. As reported by the Ministry of coordination.go.id, based on a survey conducted *Program for International Student Assessment (PISA)* released *Organization for Economic Co-operation and Development (OECD)* in 2019, Indonesia occupies a rating of 62 of 70 countries or the bottom 10 countries that have level literacy low (Novrizaldi, 2021). Because Indonesia has low literacy writers consider making informative videos about how to flow service counseling at Puspaga Bauntung Batuah Banjarmasin City. With the use of videos that will spread through social media, that have an opportunity more big seen in society. Under these conditions, the deserving considered made a video for socializing flow service counseling at Puspaga Bauntung Batuah Banjarmasin City.

Ministry of Empowerment Women and Child Protection which is usually abbreviated become DPPPA first still join becomes one with the Department of Family Planning (KB) and Community Empowerment. But in 2017 happened expansion or split were split the established Ministry of Empowerment Women and Child Protection (DPPPA) in Banjarmasin City. The establishment of this DPPPA was exactly in February 2017. After the establishment of DPPPA, the Integrated Service Center for Women and Children Empowerment was also established (PPTPPA) which handles special cases of women and children who have experienced violence physique or action violence other. This PPTPPA was later abolished and replaced with the Regional Technical Implementation Unit for the Protection of Women and Children or commonly abbreviated as UPTD-PPA.

Besides that, in Indonesia, there are also whose name is Puspaga (Family Learning Center). At first, Puspaga was under the coordination of the Ministry for six months before being released for establishment alone. The standard in every city has one Puspaga which is where at the beginning time will be managed more first by the ministry and if already could be trusted to stand-up alone so will be released by the relevant Regional Ministry and formed their institution called or known as Puspaga. Year of the founding of Puspaga The city of Banjarmasin is the same in 2017 as the year establishment of the DPPPA. Specifically, the date of establishment of Puspaga on November 13, 2017, was founded or on-launch directly by Mr. and Mrs. Mayor The City of Banjarmasin that arrived now still distributed and become Head of Puspaga (Rohana, 2022).

Puspaga is the place learning to increase the quality of life going to family prosperous. Enhancement of quality can through enhancement the capacity of parents, family, or the person in charge answer nurture and protecting the child. This is to create needs will love enduring affection, attachment, safety, and well-being. Also sustainable for the sake of the best children, including protection from violence, exploitation, mistreatment, and or neglect. Puspaga also gives services pre-marriage counseling, nurturing children counseling, family counseling, psychoeducation, and mentoring community child.

The problems that these partners have are lack of information provided to the public about how the flow to get the services contained in Puspaga Bauntung Batuah as a service unit provided by the government under the Office of Women's Empowerment and Child Protection (DPPPA), namely Puspaga (Adibah, 2022).

Due to the problem above, then the writers made a video for getting service counseling at the Puspaga Bauntung Batuah City of Banjarmasin so that the community knows how is the flow to get the service free counseling or consultation whether it's a problem personal, family, and children with psychologist and counselor. Expected results from the flow video creation service at Puspaga could expand information about Puspaga Puspaga Bauntung Batuah Banjarmasin City.

Making counseling service flow videos at Puspaga Bauntung Batuah this aim as a media inform to the public about the flow for follow counseling at Puspaga Bauntung Batuah Banjarmasin City. Then also a promotional media so that the people of the city of Banjarmasin want to do counseling or consultation on problems as a preventive tool so that there is no violence in the family.

METHOD

Draft Media Production is a theory in streamline products with the use of audio-visual and broadcasts multimedia techniques that regulate intermediary and absorption through images, text, audio, and video that can give visibility and hearing that has power and very interesting pull (Ariyanto, Sugiarta, & Yoga, 2021).

The stages in this activity are divided into 3 parts namely the Preparation Stage, the Implementation Stage, and the Final Stage.

Preparation Stage

The stage of the preparation for making this video can be said to be the pre-production stage, what is done is planned things that are needed in a process of executing something activity production (*shooting*). By far, the most significant amount of time in the video-production

process is spent in preproduction. Preproduction refers to any of the planning stage activities before filming and has been well canvassed in the literature (Castillo et al., 2021, p. 2). The preparation stage includes several steps, namely:

Ideas and concept

In simple terms, an idea can be interpreted as an initial plan. As long as ideas not yet could be poured become something draft with writing or real pictures. After discussing with the partner/institute the writers have an idea to make a video to expand information to the public about the flow to follow counseling at the Puspaga Bauntung Batuah City of Banjarmasin and what services are available at Puspaga.

Synopsis or story

A Synopsis is the core of the story which is formed into a short, concise, and clear story without removing elements important in whole the story. The synopsis from this informational video explains flow concept registration for following counseling at Puspaga Bauntung Batuah Banjarmasin City.

Video making crew

The production crew involved in the service flow information video at Puspaga Bauntung Batuah are:

- Producer&Director: Winda Pebriani
- Cameraman: Winda Pebriani and Raudatunnisa
- Actor/Player: Winda Pebriani, Herlina, Raudatunnisa and Verawati
- Editor: Winda Pebriani

Implementation Stages

Production refers to all activities that involve the recording of audiovisual material. When starting production, it is essential to recognize equipment and resource limitations (Castillo et al., 2021, p. 4). In the implementation process or the production stage, the making of the video begins from the story beginning, idea or concept, through writing script, then recording, editing, then keeping the existing crew, and video shooting to the post-production process, namely editing.

Multimedia planning

Multimedia planning is planning in combining and utilizing image elements, text, and sound which is in accordance to make a modern and quality information video by making an information video on the service flow of the Bauntung Batuah Puspaga.

Visual strategy

Visual strategy is a piece of supporting medium activity information and promotions that convey message and impression so that could give form imaging or visualized image by realistic on video.

Equipment used

The equipment used in making the information video of the service flow and procedures for the Bauntung Batuah Puspaga service in Banjarmasin City is using an iPhone 7+ mobile phone and a tripod.

Editing

The process of completing the production series (shooting). In this video of the counseling service flow at the Bauntung Batuah Puspaga, Banjarmasin City, the completion process includes; editing images, adding titles, transitions, music, effects sound, subtitle, and output to video media. In post-production exploitation, the complete picture obtained in the creation of the video media is combined and entered into the editor process. At the video editing stage, cutting, selecting, and compiling the results of shooting images are carried out according to the wishes or ideas of the director in accordance with existing ideas. The last stage in the video editing process is converted to several file formats following the desired formats starting from the video format, audio format, and the output name of the video. In the editing process, the author uses CapCut software.

Final Stage

In the final stage, evaluation and distribution of the resulting video are carried out. The evaluation was carried out before the distribution of the video by showing the relevant parties,

that is Puspaga and DPPPA, regarding the suitability of the video produced with the needs of the relevant partners. If this result contains deficiencies, the video will be corrected/revised first.

Next, enter the post-production stage, that is the distribution of videos to the official Instagram account of Puspaga Bauntung Batuah Banjarmasin (@puspaga.banjarmasin) with the title " Flow of Consulting and Counseling Services at Puspaga Bauntung Batuah Banjarmasin City". Then, post captions were made as well as *tagging*/marking related Instagram accounts such as the DPPPA of Banjarmasin City's official Instagram account (@dpppa.banjarmasin), UPTD-PPA of Banjarmasin City (@uptdppa_banjarmasin), and Children Forum of Banjarmasin City (@forumanakbanjarmasin).

RESULTS

In the process of making a video, skills production is something important, without this skill, a well-planned and unique video is difficult to realize. Besides skills just might not be enough, it takes creativity and influential thinking skills to create a successful and good video. This informative video activity consists of a series of stages which include the preparation stage, the implementation stage, and the final stage which contains evaluation and post-production activities involving crews who take on their respective roles and duties. The roles in making this informative video consist of producers and directors, cameramen, actors/players, and editors. This informative video of the flow of counseling services was taken in the City of Banjarmasin, starting from the direction of the road to the Puspaga Bauntung Batuah and how the service flow and procedures were at the Bauntung Batuah Puspaga, Banjarmasin City.

There are two videos were produced, the first video showing or explaining procedure flow services at Puspaga Bauntung Batuah Banjarmasin City. This video, it is explained how the procedure to get services at Puspaga from the beginning of service registration until the stage of the counseling session is complete. This video is about 3 minutes long. Then in the second video, explain about direction or street going to Puspaga Bauntung Batuah and what services are available at Puspaga. In this second video, there are also some activities carried out by Puspaga, such as marriage counseling, educational activities for parents and children, personal/family/child counseling, and other activities. This second video is longer than the first, which is about 4.5 minutes.

In the video publication of the flow of counseling services at Puspaga Bauntung Batuah to the community of Banjarmasin City, it was carried out on September 2, 2022, on the official Instagram account of Puspaga Bauntung Batuah Banjarmasin City (@puspaga.banjarmasin) with the link first video <https://www.instagram.com/reel/CiAg4Gctmy7/?igshid=YmMyMTA2M2Y=> and second video <https://www.instagram.com/reel/Ch10fspLFFH/?igshid=YmMyMTA2M2Y=> . There are 211 followers and the first video, which is the counseling service flow, has received 339 views, and the second video, which is the introduction of Puspaga Bauntung Batuah, has received 363 views. Both videos received positive comments. In addition, the crew reposts both videos on their personal Instagram which is expected to reach a wider community to watch and provide positive comments.

DISCUSSION

In the Theory of Film and Video Production, Instructional Video/TV Script Writing Material (2003) explains in making a video, it includes the following stages: 1. Pre-Production, 2. Production, 3. Post-Production (Noor et al., n.d.). In making the video, the flow of the counseling service at Puspaga Bauntung Batuah also followed these stages, which in general were at the preparation or pre-production stage before production. At this stage, the most important thing is to make a video concept, prepare equipment and prepare the crew, and so on. At the implementation or production stage, the realization of the video concept that has been made such as taking a video according to creativity and reaching the editing stage. The editing stage involves merging the shooting video, including image editing, adding titles, transitions, music, sound effects, subtitles, and output to video media. And the last stage of making this informative

video is post-production, which includes the evaluation and distribution process of the video. The evaluation was carried out by showing the related parties, that is Puspaga and DPPPA about the results of the videos made. If this result contains deficiencies, the video will be corrected/revised first. Then the final process is the process of publishing or distributing the results of the video that has been made which is carried out on the official Instagram account of Puspaga Bauntung Batuah Banjarmasin City (@puspaga.banjarmasin).

In a previous study entitled "Creating a Documentary Video of Community Service Activities" (Rokhayati, 2020), in this study, the author concerned produced a documentary video of community service activities carried out by the Batam State Polytechnic in 2018 which was carried out simultaneously by all majors carried out in the Rempang Cate Village, Galang District, Batam City. The focus of the discussion is making a documentary video so that the activities carried out can be better known by the outside community. This video-making activity uses the Pre-production, Production, and Post-production methods. This activity also carries out a video evaluation stage to find out whether a video documentary presenting service activities is better than ordinary documentation (photos).

CONCLUSIONS AND SUGGESTIONS

Puspaga is the place learning to increase the quality of life going to family prosperous. Every family must have problems that cannot be avoided and if no could finish it it will boomerang for the family. Puspaga could help with family problems through counseling and consulting services. The making of an informative video on the flow of counseling services at Puspaga Bauntung Batuah is expected to help inform the public about the service procedures at Puspaga.

The stages in making the service flow video at the Puspaga Bauntung Batuah in Banjarmasin City include several procedures; preparation stages (pre-production), implementation (production), and the final stages (evaluation and post-production). The preparation stages here are to make video concepts, prepare equipment and prepare crew, and so on. In the implementation stages, the process of making the video takes place until the editing process. And the last one video evaluation and distribution process. Evaluation is carried out by showing related parties, that is Puspaga and DPPPA regarding the results of the videos made and video distribution already edited and then published to social media Puspaga's official account Instagram (@puspaga.banjarmasin).

From the results of making this informative video, it is hoped that could give effective and efficient information for society. Society becomes more knowledgeable and can accept information from videos that have been made. If society already knows how flow services are provided by Puspaga Bauntung Batuah Banjarmasin City, then if there is a problem so could come to Puspaga Bauntung Batuah that can help problems faced.

In making videos there are several obstacles to the implementation of making videos, that is the placement of different apprenticeship places between students who are far from each other and have their respective duties, and because of this makes the making of this video late. Not only are the obstacles that the writers have, but it is also due to the busy workforce at Puspaga Bauntung Batuah who have their respective schedules and duties.

The process of making this video is still very much lacking, therefore it is hoped that the making of the next video will be even better. There are several suggestions that the authors can give, that is in making the next video to prepare more thorough preparations. And it takes some more complete equipment such as a DSLR camera and several tools for making more sophisticated video and audio to get maximum results such as a microphone that will make clearer audio capture.

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PKP or Community Service. May Allah Subhanahu Wa Ta'ala reward you with the good you deserve. Amen.

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APPENDIX

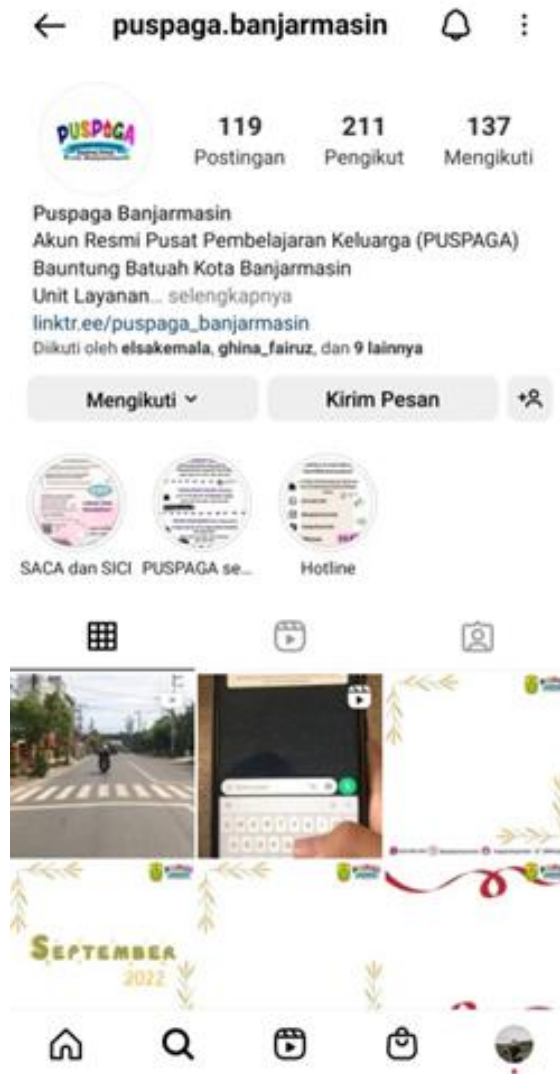


Figure 1. Official Instagram Account of Puspaga Bauntung Batuah Banjarmasin City

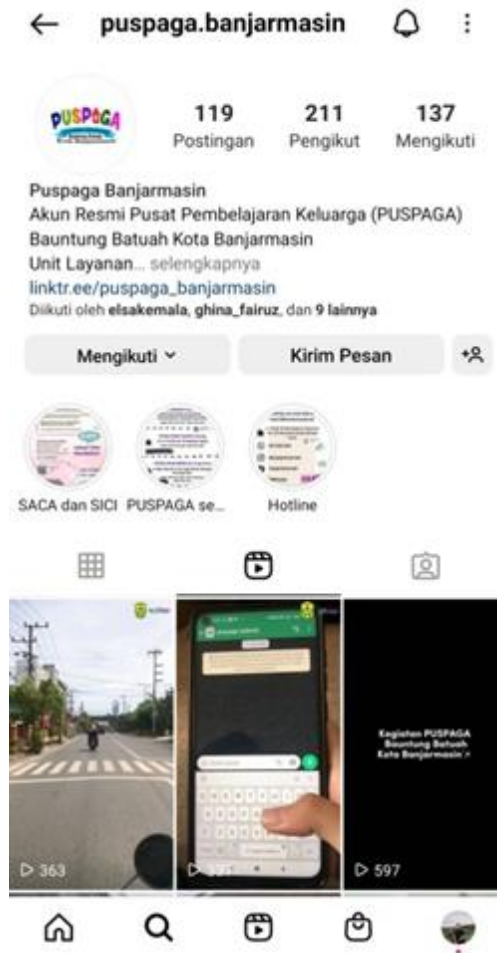


Figure 2. The number of views of the Video Service Flow and Counseling Procedures at the Puspaga Bauntung Batuah Banjarmasin City