

A Content Analysis Studies Regarding The Portrayal Of Covid-19 In The Short Film Positif

Kajian Analisis Konten Tentang Penggambaran Covid-19 Dalam Film Pendek Positif

Masagus Muhamad Kemal Fauzan¹, Idola Perdini Putri²

¹ Ilmu Komunikasi, Fakultas Komunikasi dan Bisnis, Universitas Telkom, Indonesia, kemalfauzan@student.telkomuniversity.ac.id

² Ilmu Komunikasi, Fakultas Komunikasi dan Bisnis, Universitas Telkom, Indonesia, idolaperdiniputri@telkomuniversity.ac.id

Abstrak

Covid-19 pertama kali masuk ke Indonesia pada awal Maret 2020, virus kemudian menyebar ke seluruh tanah air, pandemi pun tidak terhindari. Pemerintah kemudian menerapkan Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM) untuk menekan kasus Covid-19. Situasi ini membuat orang harus mengurangi kontak fisik dan menghindari terlalu dekat satu sama lain. Meski PPKM sudah diumumkan pemerintah, masih ada sebagian masyarakat yang acuh. Hal ini membuat salah satu sutradara ternama Hanung Bramantyo membuat film pendek berjudul "Positif" di YouTube untuk meningkatkan kesadaran tersebut. Metode yang digunakan dalam penelitian ini adalah analisis isi kualitatif dengan pendekatan analisis isi etnografi. Pendekatan yang akan bekerja dalam penelitian ini dengan kategori dan deskripsi naratif tetapi berfokus pada situasi, setting, gaya, gambar, makna, dan nuansa yang dianggap dapat dikenali oleh aktor atau pembicara yang terlibat dalam film pendek. Hasil dari penelitian ini adalah berdasarkan situasi, setting, gaya, nuansa, dan makna penggambaran film "Positif" merepresentasikan tugas tenaga kesehatan dalam menangani kasus Covid-19 dan upaya pemerintah Indonesia dalam menyediakan fasilitas kesehatan bagi masyarakat. Hal terakhir adalah citra yang disediakan oleh bingkai film.

Kata Kunci: Komunikasi Massa, Pandemi Covid-19, Konten Analisis, YouTube

Abstract

Covid-19 first entered Indonesia in early March 2020, the virus then spread across the country, a pandemic was inevitable. The Government then implemented the Enforcement of Community Activity Restrictions (PPKM) to suppress the Covid-19 cases. This situation makes people must lessen physical contact and avoid being too close to one another. While the government already announced the PPKM, some people are still being ignorant. This concerned one of the famous directors, Hanung Bramantyo, then he made a short film entitled "Positive" on YouTube to increase that awareness. The method used in this research is qualitative content analysis with an ethnographic content analysis approach. The approach will work in this research with narrative categories and descriptions but focuses on situations, settings, styles, images, meanings, and nuances that are considered recognizable by the human actors/speakers involved in the short film. The result of this research is that based on the situation, setting, style, nuances, and meaning "Positive" film depiction represents the task of health workers in handling Covid-19 cases and the efforts of the Indonesian government in providing health facilities for the community. The last thing is the imagery provided by the frames of the film.

Keywords: Mass Communication, Covid-19 pandemic, Content Analysis, YouTube

I. INTRODUCTION

Covid-19 first entered Indonesia in Depok, West Java on early March 2020. To suppress the Covid-19 cases, the Government implemented the Enforcement of Community Activity Restrictions (PPKM) from January 11th to January 25th, 2021, in several areas in Java-Bali. This takes the form of limiting the operating hours of public facilities to work from home (WFH) for 75% of employees in each office. (CNN Indonesia, 2021). Other than medical impact and problems there are more impacts on the Covid-19 pandemic such as political, economic, tourism, and even entertainment. Here in Indonesia at the beginning of the pandemic all work activities were dealt by telecommuting or

Work from Home, not excluding the cinema. The cinema was closed at the beginning of the pandemic but recently as of the beginning of 2021 the cinema continued to operate but nonetheless the pandemic as impacted the filming industry of Indonesia.

Despite the pandemic and all the suffering, a quite famous director producer Hanung Bramantyo known for movies such as *Ayat - Ayat cinta*, *Habibie Ainun*, *Bumi Manusia*, and many more sees the opportunities within the pandemic by portraying the situation of Covid-19 in Indonesia in a short movie entitled "Positif" that uploaded on media channel YouTube. Hanung Bramantyo has over 496.000 subscribers on his YouTube channel. While the cinemas are closed because of pandemic, he uses YouTube as the platform to share the short film. Film is a combination of endeavors to deliver messages through media moving pictures, the utilize of camera technology, color, and sound. Those elements are in the background by a story that contains message that delivered by the director to the film enthusiasts or audiences (Susanto, 1982). Hanung published the short film entitled "Positif" on January 1st, 2021 and has a duration of 38 minutes 30 seconds. The opening of this film is interesting because it immediately depicts the background of the story's condition. The background of the story is during the Covid-19 pandemic.

Telling Tegar, a person who does not believe that Covid-19 really exists. He is sure that his body, who is in good condition, will not get Covid-19. When the announcement of the results of the PCR test at the office, it turned out that he was positive for Covid-19. Recently in Indonesia there are many cases where people refuse to vaccinate against the Covid-19 virus (Caesaria, 2021). This is also why films like "Positif" were made. Movies that raise the topic on Covid-19 can affect the way that the audience or even the people of Indonesia perceive the pandemic that occurs. Hence the researcher will use qualitative content analysis to further investigate the portrayal of covid-19 in short film "positif".

Based on the explanation above, the difference with this study is the author uses short film "positif" as the object or primary data. It is also the difference between other studies because it is still limited to making the film as the object of a content analysis. Therefore, the author conducted this research with the title **"A CONTENT ANALYSIS STUDIES REGARDING THE VALUES OF COVID-19 IN THE SHORT FILM "POSITIF"**.

A. Problem Identification

In this research the author is going to focus on the portrayal of Covid-19 phenomena portrayed in the short film using qualitative content analysis.

1. How are the Covid – 19 pandemics portrayed in the short film positif?
2. To discover how the Covid – 19 pandemic was portrayed in the film.

II. LITERATURE REVIEW

A. Media and Mass Communication

Mass communication is the process by which a person, group of people or large organization creates a message and transmit it through some type of medium to a large, anonymous, and heterogenous audience. Feedback in mass communication is generally indirect and delayed (Littlejohn, Stephen W. ; Foss, 2009).

B. New Media

Media according to the Association for Educational Communication and technology (AECT 1997) as expressed by Sadiman (2005:6) are all forms and channels that are used to convey messages or information. Broadly speaking, seen from there are three types of mass media. Namely, print media, broadcast media, and online. In this context, the online media is a part of new media, it is defined as the product of technology-mediated communication available along with the digital computers by Creeber and Martin (2009: 12) in (Wibisono, 2019).

C. Cyber Media

Cyber reporting runs according to journalistic functions such as conventional mass media and reporting facts to the public. However, it does not rule out the possibility that cyber media constructs reality or the facts constructed by cyber media (Maras, 2013, pp. 82-84).

D. Youtube

YouTube is the world's most popular online video site, with user watching 4 billion hours' worth of video each month and uploading 72 hours' worth of video every minute (YouTube, 2013).

E. Film

Film is a moving picture defines as a sequence of photographs projected onto a screen with sufficient rapidity as to create the illusion of motion and continuity, or also can be defined as a form of entertainment that enacts a story by a sequence of images giving the illusions of continuous movements. (Vassiliou, 2006).

Krippendorff (2013, p.24) in (Drisko & Tina Maschi, 2015) defines content analysis generally as a research technique for making replicable and valid inferences from texts or other meaningful matter to the context of their use. These inferences may address the message itself, the sender of the message, the recipient of the message, or the impact of the message (weber, 1984).

F. Qualitative Content Analysis

An approach of empirical, methodological controlled analysis of texts within the context of communication, following content analytical rules and step by step models, without rash quantification. Based on the interpretation of texts, focused by the researcher's chosen questions, qualitative content analysis seeks to develop carefully specified categories that are revised and refined in an interactive, feedback-loop to ensure credibility and usefulness (Mayring 2000, section 2) in (Drisko & Tina Maschi, 2015).

G. Ethnographic Content Analysis

The approach prioritizes the use of narrative categories and descriptions, but still has a focus on situations, settings, styles, images, and nuances that are known to be recognized by the human actors/speakers involved (Krippendorff, 2004:16).

Although often considered to be related to quantitative research, analytical methods can be qualitative, depending on the overall research design. In fact, Altheide has suggested that "several aspects of the ethnographic analysis approach can be applied to content to produce an ethnographic content analysis, which he describes as reflexive analysis of documents" (Levers, 2001:6).

To summarize the explanation above, one could even say that content analysis has evolved into a repertoire of methods of research that promises to yield inferences from all kinds of verbal, pictorial, symbolic, and communication data

III. RESEARCH METODOLOGY

The methods used in this research is qualitative methods, also known as interpretative research because of the important role of the researcher to interpret the case, so that the result of the research is heavily influenced by personal reference, knowledge, creativity, and the capabilities of the researcher. (Raco, 2010). To interpret the portrayal of Covid-19 and study the representation of the human aspect and the phenomena inside the short film the, in further research author will use the ethnographic content analysis.

IV. RESEARCH RESULT AND DISCUSSION

The situation from this movie describes Tegar is an employee at a courier company who doesn't believe in the existence of Covid-19. This makes him not care about his health. He considers Covid-19 just a setting by the global elite. But apparently, he had to undergo Covid-19 quarantine because the swab test results said he was positive. He ended up in quarantine. From the very beginning, he rejected reality which made him feel depressed during his quarantine. He had tried to bribe the quarantine gatekeeper to get out, but the officers refused. While in quarantine, Tegar meets Mr. Asep, who is older than him. Mr. Asep believes in the existence of Covid-19, but Tegar still rejects that fact. One day, Mr. Asep fell while praying, after being given medical treatment, Mr. Asep's life could not be saved. After Mr. Asep's departure, Tegar tested positive for Covid-19. Since then, Togar has turned into a person who cares about Covid-19.

The settings from this film revolve around 3 locations the first one is Tegar's house, the second one is the company where Tegar works, the third one is the Covid-19 quarantine facility. The nuance depicted by this film is caring, shown when his wife and people around Tegar care about his health. Then there is sadness, shown when Mr. Asep died. Then there is anger, shown when Tegar does not accept his condition, also when he fights with his wife. The film is presented in a humorous yet serious style. There is an element of comedy in it, this can be seen from the scene where Tegar was

caught by his office mates. the director managed to make a film that was full of Covid-19 messages but was packaged into something fun and still educational. The main message of this film is to protect yourself and those closest to you from the Covid-19 virus by wearing a mask, diligently washing hands, maintaining distance and mobility. If exposed to a virus, this film teaches the audience to call the medical staff so that they are tried to be quarantined. In addition to building public awareness, this film also shows the real conditions that occur in the middle-class economic community.

This research focuses on the depiction of the Covid-19 pandemic in the Positif's film. The Krippendorff research scheme that researchers have designed is by taking scenes that really describe the Covid-19 pandemic situation in the form of pictures, and dialogues between characters. This can be seen from the dialogue between the characters. In expressing his disbelief, the first character said, "this is a trick of the global elite". This dialogue is a fact of the matter. Many people believe in the Covid-19 virus conspiracy which is a special agenda of the global elite for certain interests. In expressing belief, the fourth character says, "yes, believe it or not, this is the reality". This film is also real in the community. Not a few people believe that Covid-19 is real. People who strongly believe in Covid-19 are mostly people who experience symptoms of this virus. However, not a few people also believed because they saw the facts on the ground, received testimonies from survivors, and saw the struggles of medical personnel. Many efforts have been made to teach the public the importance of protecting themselves from exposure to the virus. One of them is to build their awareness through this short film entitled 'POSITIF'.

The scene excerpts used by the researcher have been attached to the unit of analysis. Then using samples in the form of situations, nuances, and settings used by this film to be analyzed. The results that the researchers got from analyzing this film were to describe the real situations and conditions that occurred in society during the Covid-19 pandemic. Based on the results of the analysis above, the author will relate it to the manifest description and interpretation of the Latent message. Here the author will divide it into two focus areas using qualitative content analysis theory. The situation of portraying positif films represents someone who works outside the home during the Covid-19 pandemic, but doesn't care about his health, and tends to ignore Covid-19. But finally, he changed, he believed and cared about his health. The setting of the positif film depiction represents activities that interact with many people and describes how the spread of Covid-19 in the community. Meanwhile, the properties used describe the daily life of the middle-class economic community. The nuances of the positif film depiction depict a sense of concern, selfishness, stubbornness of someone who rejects the existence of Covid-19, worries, annoyance, and regret. The style of the positif film depicts diverse characters. the characters in this film represent the character of society in reality. not a few people have characters like Tegar. This can be seen from the number of Covid-19 cases in Indonesia.

The selfishness of people who do not believe in Covid-19 has made the number of cases in Indonesia increase. The meaning of the positif film depiction represents the task of health workers in handling Covid-19 cases and the efforts of the Indonesian government in providing health facilities for the community. In addition, this film also describes the community's readiness in dealing with the Covid-19 pandemic. The lack of public awareness made this film born, to help build awareness of the Indonesian people with the messages conveyed in this film.

V. CONCLUSION

The conclusion of this research is that Covid-19 portrayed in the film "positif" is that the portrayal of the pandemic mimics the situations that are happening in real life based on the narrative of the film namely, situation, setting, image, style, meaning, nuances. The pointers above shown that the film portrayal of the Covid-19 pandemic is depicted as accurately and as real as possible to give clear explanation on how the film portrays Covid-19 in a way to deliver messages to the audience. The portrayal in the film namely The situation of portraying positif films represents

Someone who works outside the home during the Covid-19 pandemic, but doesn't care about his health, and tends to ignore Covid-19. The setting of the positif film depiction represents activities that interact with many people and describes how the spread of Covid-19 in the community. The nuances of the positif film depiction depict a sense of concern, selfishness, stubbornness of someone who rejects the existence of Covid-19, worries, annoyance, and regret. The style of the positif film depicts diverse characters. The characters in this film represent the character of society. In real life not a few people have characters like Togar. The meaning of the positif film depiction represents the task

of health workers in handling Covid-19 cases and the efforts of the Indonesian government in providing health facilities for the community. The last thing is the imagery provided by the frames of the film.

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