CREATING A SHORT VIDEO "SIAPA SANGKA?" AS A REPRESENTATION OF THE IRONY OF UNIVERSITY STUDENT LIFE IN TIME MANAGEMENT

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Abstract

The creation of this short video, titled "Siapa Sangka?", effectively conveys the irony of the lives of students who face challenges in time management. This video tells the story of students who are exhausted due to the pressure of assignments and often find that expectations do not match reality. This work aims to educate students on the importance of time and emotion management in academic life. Using elements of humor and suspense as a bridge, this short video serves not only as entertainment but also as an effective educational tool. Using a qualitative descriptive method, the production of this short video involves observation and interviews with students, following the stages in film production, which include pre-production, production, and post-production. The results of this production demonstrate that the short video "Siapa Sangka?" effectively conveys relevant social messages about student life, particularly in terms of navigating a time filled with uncertainty.

Keywords: Short Video Production, Student Life, Time Management

INTRODUCTION

The continued development of the digital era has made short videos one of the most effective forms of communication, easily accessible on various video platforms, and popular among young people (Wahyudi et al., 2024). The consumption of short-form videos on social media platforms over the last few years has experienced a significant surge, reflecting the daily lives of young people, where speed and practicality are prioritized (Fitriyani et al., 2023). In line with short videos that have many advantages, including being able to convey information and being able to get the audience's attention quickly, this is what makes short videos able to be an effective tool in educating or building social awareness (Tang et al., 2024), it is not uncommon for these short videos to contain humor or satire that frames the irony of daily life that is often felt by students (Fitriani & Yudiana, 2022; Koropasi & Retnantiti, 2023). Therefore, the use of short video media is a relevant means of visual expression because it allows the story to be more engaging and can foster a stronger emotional connection with the audience (Lim & Adnas, 2023).

It is often understood that students have various demands, both academically and socially. According to (Sari & Marsisno, 2023), many students often face poor time management as a

primary issue in their daily lives, which can lead to increased stress levels. Problems that are often observed include staying up late at night to complete assignments, which then leaves one tired, and ultimately results in waking up in the afternoon, leading to being late for class. These events often occur as a result of improper time management. The limited time that students have is often a challenge, where expectations often do not match reality. This short video entitled "Siapa Sangka?" is created as a form of depiction of student life and conveys an educational message about the importance of managing time and emotions in dealing with uncertainty, in line with what is often faced by many other students (Anifah, 2020). This irony in the student's life creates a powerful and relatable story, as it is not only relevant but also reminds the audience of similar experiences they may have had.

In the creation of this short video entitled "Siapa Sangka?", the story focuses on the main character who depicts the dynamics of students' daily lives. The main character is trapped in a monotonous routine due to the pressure of accumulated college assignments, which leaves him exhausted. As a result, he wakes up in the afternoon. The main character also tries hard not to be late, but instead, he receives a notification stating that his class is canceled. This moment, which illustrates how often expectations do not match reality and results in messy time management due to excessive demands, creates the irony as the center of the video (Hamadi, 2024). The main character is not only a representation of the daily life of a university student under pressure, but also illustrates the challenges of managing time and emotions.

The purpose of this study is to explain how the production of the short video "Siapa Sangka?" depicts the lives of students and conveys an educational message about the importance of managing time and emotions in the face of uncertainty. The author aims to demonstrate that this video serves not only as entertainment but also as a means to portray the challenging realities of student life. The production of this video also aims to see how elements of humor and tension can be used to convey messages or everyday experiences in students' lives (Nugraini, 2021) and explain how short videos can be an effective tool in describing everyday experiences that are often taken for granted (Febriani & Mustofa, 2024).

IMPLEMENTATION METHOD

The creation of this short video, entitled "Siapa Sangka?", employs a qualitative descriptive method. According to (Saputri et al., 2021) The qualitative method is a study whose results are not obtained through numerical quantification methods such as statistics or others. Information collection was carried out by observing the personal experiences of the author and interviewing three students from Universitas Negeri Semarang (Semarang State University) related to their experiences and feelings when they were late to class. However, when they were about to arrive or heading to campus, it turned out that the class had been canceled. Author conducted observations and interviews to gather more accurate and relevant information to create this short video (Rolina, 2022).

After obtaining the appropriate information, the production continues by referring to the three stages of film production (filmmaking), including pre-production, production, and post-production (Darmoyo, 2020). The pre-production stage involves synthesizing the information obtained into a comprehensive concept, creating a synopsis, writing a video script, and

developing a storyboard. The production stage consists of recording images and audio, or, in other words, shooting. The last stage is post-production, which involves editing the footages and audio recordings, adding text, color-grade the footages, and rendering (Bezaleel & Felicia, 2021).

RESULTS AND DISCUSSION

1. Collecting Information

Author made a direct observation based on personal experience and are subject to their own biases. The author once had an incident where he was almost late to attend a class, but while on campus, he received a notification that the class for that day had been canceled. The author continued the observation by observing the expressions of the students participating in the canceled class. As a result, as many as 70% had tired expressions and were disappointed because the class were canceled. The author then continued the interview with the three students. The author asked questions related to the experience, and what did you feel when you were late to class? However, when you were about to arrive or heading to campus, it turned out that the class had been canceled. The author found that all three agreed it was tiring and disappointing, especially when the distance from home to campus was far. This is in line with research conducted by (Noviyanti et al., 2021), which states that sudden class cancellations cause various obstacles, such as less effective communication, students feeling fatigued, and confusion due to unexpected changes.

2. Pre-Production

After gathering all the necessary information, the author then processes it into the pre-production stage. This pre-production stage is the earliest stage of the filmmaking process. All planning activities, such as determining the purpose, type, and initiation of film or video production (Kariem et al., 2023). In this pre-production stage, synopses, scripts, and storyboards are also created, along with character designs. The determination of the cast and the format of the film or video is also determined in the pre-production.

    a. Video Format

        Product type   : Short video
        Genre   : Drama
        Issue   : Daily life of university students
        Title   : Siapa Sangka?
        Video duration   : 2-3 minutes
        Video format   : H.264 (.mp4)
        Video presets   : HDV 48 kHz.
        Video Ratio   : 16:9
        Resolution   : 1920 x 1080 px.
        Frame rate   : 30 fps.

    b. Character

        Only one character appears in this short video. His name is Abdul, the main character. In this short video, Abdul's character is described as a university student. The character

of Abdul can be seen in the following image:

Figure 1. Abdul's Character
Source: Author's documentation

c. **Synopsis**

Abdul is a student at one of the universities, falling asleep because he was tired from completing his assignments, and he woke up in the afternoon. The alarm went off at 6:50 AM, causing him to panic because classes started at 7:00 AM. He hurriedly prepared, started the vehicle, and ran up the campus stairs to avoid being late. However, amid the panic, he got a notification on his phone "Class canceled." Abdul also knelt weakly and shouted as much as possible as an expression of his disappointment.

d. **Script**

According to (Puspayanti et al., 2018), the script or screenplay is the spirit and core of the filmmaking process. The scriptwriter must be able to understand the story to be raised and then compile it into clear words that are easy for the entire production team to understand (Alfathoni et al., 2021). The script of the short video "Siapa Sangka?" can be seen in the following image:

Figure 2. Script of the short video "Siapa Sangka?"
Source: Author's documentation

e. **Storyboard**

Storyboard is a series of images for each scene in the script, created to help the production team understand the storyline, camera angles, actors' movements, and other key elements (Bezaleel & Felicia, 2021; Saputri et al., 2021).
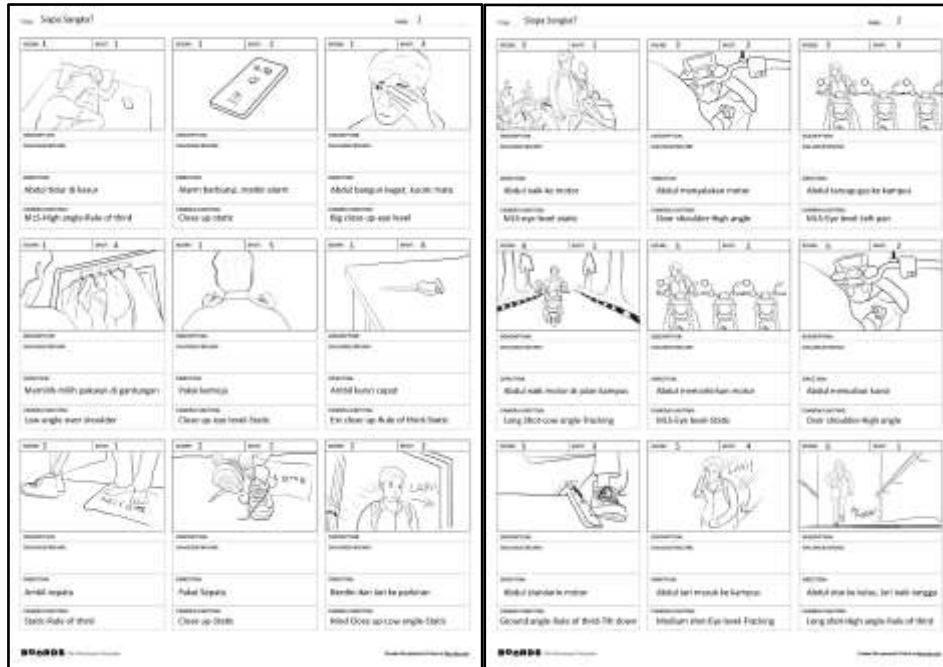

Figure 3. Short video storyboard "Siapa Sangka?"
Source: Author's documentation

3. Production

After completing the pre-production stage, the production of the video is continued into the production stage by recording images and audio, both indoors and outdoors, according to the script and storyboard that were previously created (Linda et al., 2024).

The process of recording images or filming utilizes several tools, including a Sony A6000 camera, a Meike 50mm F/2.0 fixed lens, a tripod, and a memory card.

Figure 4. Image recording equipment
Source: https://www.galaxy.co.id

Filming lasted for two days, with the first day focusing on shooting in both indoor and outdoor areas, and the second day focusing on the campus area. The two-day filming process

produced 86 raw footages in .mp4 format with full HD resolution of 30 fps, which will then be processed at the post-production stage.

Figure 5. Raw Footages
Source: Author's documentation

4. Post-Production

The last stage of creating this short video is post-production, where in this process, the film or video is completed until it becomes a complete show and can convey a message to the audience (Javandalasta & Mutakin, 2011).

a. **Editing**

Editing is the process of refining a movie or video to make it more enjoyable to watch. There are three basic functions of editing, namely: combining, cutting, and building (Limbong & Simarmata, 2020). Editing in this case includes editing footages from filming, adding music and sound effects, text, and color grading, as well as rendering video (Hasri et al., 2023).

The editing process in this short video utilizes an MSI GF63 Thin 10SC laptop, equipped with an Intel Core i5-10500H processor, an Nvidia GeForce GTX 1650 graphics card, and 8GB of RAM. Software for editing using Adobe Premiere Pro CC 2017.

Figure 6. Editing with Adobe Premiere Pro CC 2017
Source: Author's documentation

The next stage is to apply color grading to the compiled footages. Color grading is a crucial aspect in the editing stage, as it allows for adjusting the color and lighting of the image and altering the overall tone of the film as needed (Sofiana et al., 2023). A comparison of videos before and after color grading is shown in the following image, where the left side displays the video before color grading, and the right side shows the video after color grading.

Figure 7. Footage of the before and after color grading
Source: Author's documentation

The final stage in the editing process is rendering. Rendering can also be interpreted as the process of saving an edited video into a single final file that can be played back.
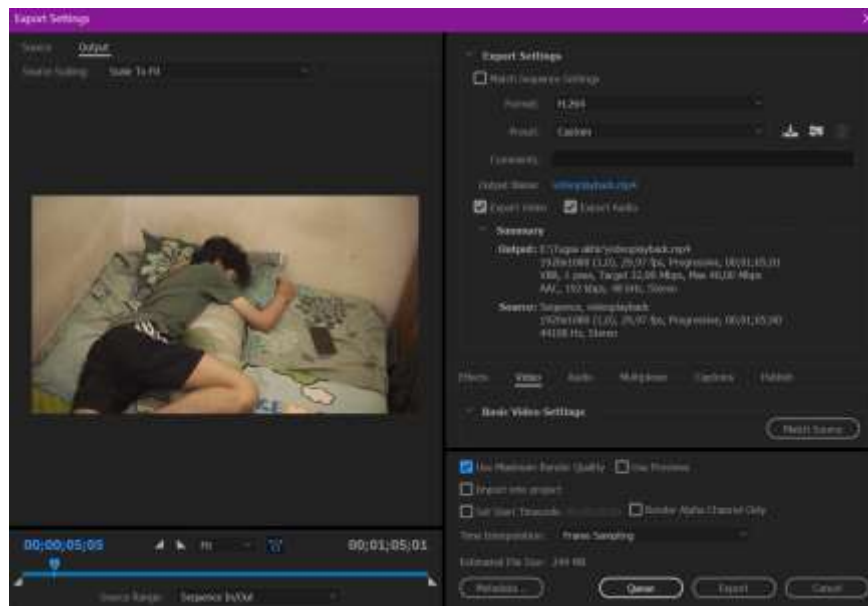

Figure 8. Rendering process in Adobe Premiere Pro CC 2017
Source: Author's documentation

b. **Final Results and Distribution**

Figure 9. Footage of the short video "Siapa Sangka?"
Source: Author's documentation

The final result of the short video titled "Siapa Sangka?", which tells about the irony of student life and teaches the importance of time management, will be distributed through the video-sharing platform YouTube so that it can be watched and enjoyed by a broad audience. A snippet of the scene from this short video is shown in figure 9. The final result of this short video can also be watched via the following link: https://www.youtube.com/watch?v=fiPyIyjosEA.

CONCLUSION

This study has succeeded in creating a short video titled "Siapa Sangka?" in describing the irony of the lives of students who are often faced with the challenges of managing time and emotions. Through a simple story, featuring Abdul as the main character who is stuck in a grueling routine, this video provides a valuable message about the importance of time management in the face of uncertain academic life. Although the theme brought is fairly light, this video is able to convey a deep meaning about the reality that students often face, such as fatigue due to staying up late which leads to waking up late in the afternoon and uncertainty that often comes suddenly. Using elements of humor and tension as a bridge, this short video not only serves as entertainment, but also as an effective educational tool in conveying relevant social messages for students, and can be a reference in developing visual media in depicting everyday events.

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