

Design of The Narrative Structure of Berau Natural Tourism Promotional Video using Freytag's Pyramid Method

Sonia Winner Nursalim¹ and Alfiansyah Zulkarnain²

^{1,2}Visual Communication Design Department, Faculty of Design, Universitas Pelita Harapan, Jl. MH. Thamrin Boulevard Lippo Village 1100, Tangerang 15810, Indonesia

E-mail: sn70003@student.uph.edu1, alfiansyah.zulkarnain@uph.edu2

Abstract. Indonesia's tourism potential is quite large. But in fact, tourism is still very centralized in only a few places such as Java and Bali. Even though, there are still a lot of tourist attractions that are no less interesting and beautiful, like the natural tourism of Berau Regency, which is located in East Kalimantan. Therefore, in designing this video, it is necessary to divide the narrative which is dissected using the Freytag's Pyramid narrative structure method. The research methodology used is to use qualitative methods by conducting expert interview studies who are expected to provide valid information. The divided narrative of this promotional video will be useful in the process of designing a visual study.

Keywords. Freytag's Pyramid, Tourism Promotional Video, Berau, Narrative Structure.

1. Introduction

Indonesia relies on great potential in its tourism sector as a source of foreign exchange [6]. Unfortunately, according to the Tourist Market Data Study [8], the most frequently visited tourist destinations from all over Indonesia are Java and Bali. Therefore, it is necessary to have a promotional video that is able to introduce other tourist destinations. For example, natural tourism in Berau Regency, East Kalimantan which can be made in a structured narrative and visually attractive. In this promotional video, Lana is for the title and also the name of the character. Lana is introduced as a young woman that jealous of others happiness in her social media. But in the end of story, she began to find her own happiness through traveling. Also, the narrative in this video will then be dissected according to the narrative structure method of Freytag's Pyramid.

According to Harun, Razak, Nasir & Ali [3] in their journal entitled "Freytag's Pyramid: An Approach for Analyzing The Dramatic Elements and Narrative Structure in Film Negara Malaysia's First Animated Cartoon" explained Gustav Freytag (1863) who made a structural method in telling the commonly referred to as Freytag's Pyramid. The use of this story structure is expected to make it easier for the audience to follow the whole story, which begins with the introduction of characters, climax, and resolutions that can contain the moral message of the animation [4].

1. Exposition

Exposition is an initial description that usually contains an introduction of the character and information about the character problems.

2. Rising Action
Rising Action is the part that starts the storyline. Usually this section is the most important part in the story.
3. Climax
It is the culmination of a film. Contains events that change the problem for better or for worse.
4. Falling Action
Usually the aim is to give the preparation time to reflect on what has been watched. It can also be characterized by a slower pace and a more soothing sound volume.
5. Denouement
Is the end of a story that can be in the form of a resolution.

2. Method

The methodology used in this paper is a qualitative research method which is expected to provide valid information from sources or experts directly. Therefore, the interview approach is expected to represent accurate information.

1. Literature study

The research process is carried out through literature studies from various academic journal books that discuss Freytag's Pyramid theory.

2. Interview Studies

- This interview was conducted together with the first resource person, namely the Head of the Berau Regency Tourism and Culture Office who is expected to provide an overview of what tourism is like in Berau. Based on the results of interviews, it turns out that Berau has a uniqueness, namely Kakaban Island. Where this island has a lake that only contains thousand of stingless jellyfish in it. According to sources, this stingless jellyfish can only be found in two places in the world.
- The second interview was conducted together with a copywriter from Never Okay Project and Unithree named Vanessa. The results of the interview are useful in determining the big theme of the story and in designing the visual study. How to represent the uniqueness of Berau tourism in attractive visuals in terms of color, animation and also a narrative that fits the target audience we want to achieve.

3. Results and Discussions

3.1 Storyline

This narrative has a moral message that if we compare our life with others, it won't finished or never ending. That's why, we must respect each of our lives and look for activities that can make ourselves happy. The narrative used is in English because Lana is expected to be able reached easily by people who are interested in the tourism, both local and foreigners through youtube media platform.

Exposition: Describes the use of social media today that forces us to start comparing our lives with others. This opening section also explains that Lana, who plays the main character, has a void in her and has felt jealous towards others. The following is a narrative that will describe the exposition in this design:

"Nowadays social media forces us to compare our lives with others.

What they have, where they go and so forth.

Seems like people are living their lives, except us.

Me, for example.

All the photos in my social media timeline show how happy my peers are.

Oh.. How I envy them."

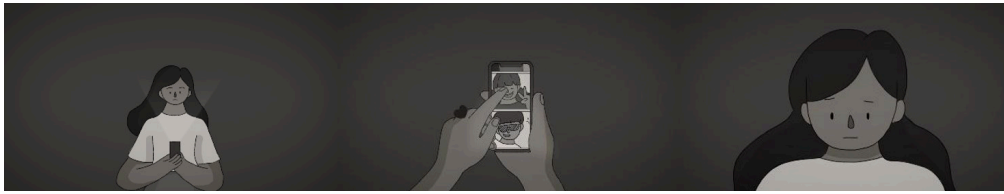


Figure 1. Introduction (Source: Documentation of Sonia Winner)

Rising Action: In the second part, describes Lana who wakes up on an island located in Berau Regency. Then she began to explore the things that exist on the island. At the same time, the narrative also explains that we must value our lives and that happiness can come from many aspects. The following is a narrative that will illustrate the rising action in this design:

*“Sometimes all we have to do is appreciate what we have, and live life.
Happiness can come from any aspects”*

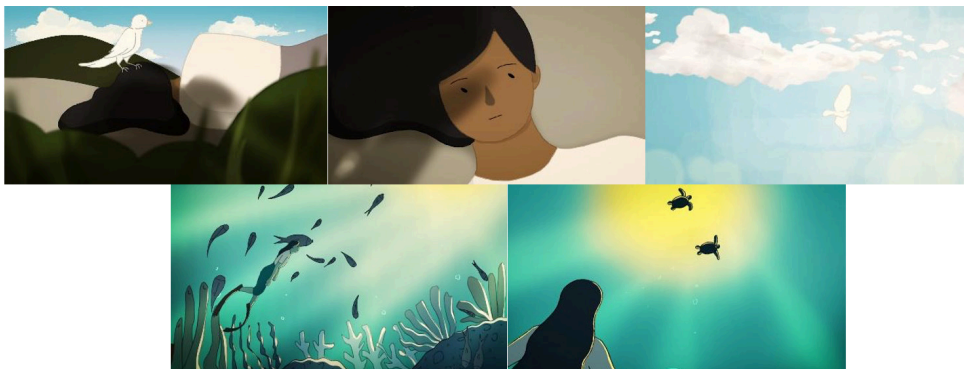


Figure 2. Rising Action (Source: Documentation of Sonia Winner)

Climax: In the third part, Lana continues to explore the islands in Berau Regency and she feels happy because she can do new things. This visual is also supported by a narrative that explains that if we do things that make us happy then we have to do that. The following is a narrative that will describe climax in this design:

*“If travelling makes you happy, do it!
Travelling truly is an eye-opening activity.
Meet new people. New experiences. New everything.”*

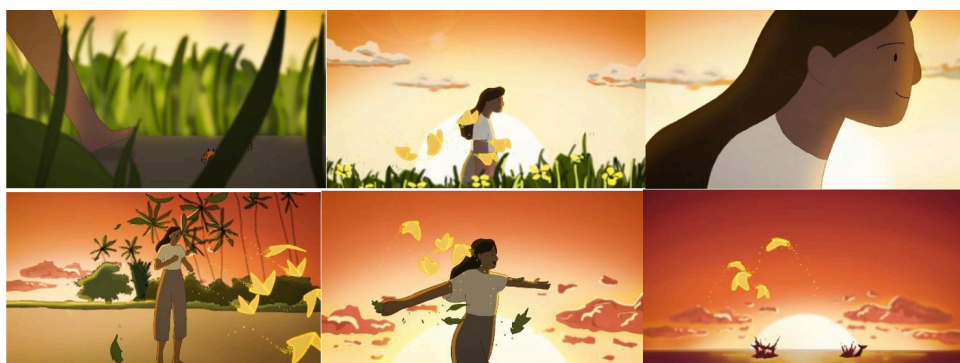


Figure 3. Climax (Source: Documentation of Sonia Winner)

Falling Action: After that, in this section explain that the most important thing is to get our own

happiness. Here's a narrative that will illustrate the falling action in this design:

"But most importantly, is to create our own happiness."

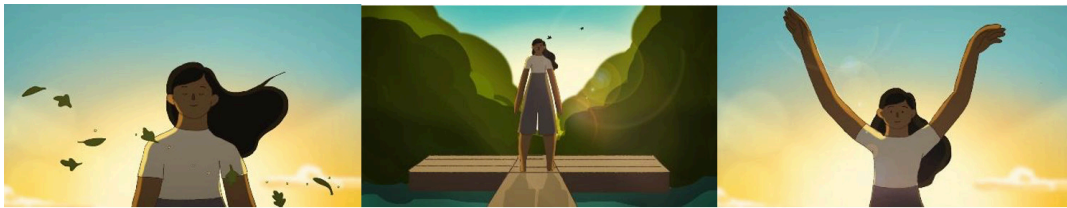


Figure 4. Falling Action (Source: Documentation of Sonia Winner)

Denouement: Finally, this section describes Lana as the main character who has found happiness through traveling and asks whether the viewers who saw them have found their happiness. The following is a narrative that will describe the denouement in this design:

"Well now, I've found mine. Have you?"

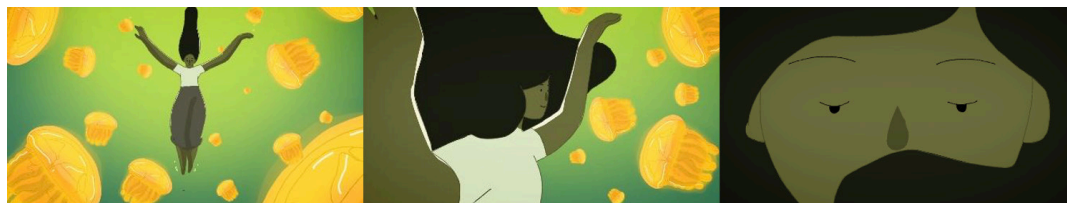


Figure 5. Denouement (Source: Documentation of Sonia Winner)

4. Conclusions

The narrative in designing the Berau tourism promotion video can be dissected and analyzed according to Freytag's Pyramid narrative structure method. With the use of a narrative that follows the method of Freytag's Pyramid narrative structure, it is also expected to make it easier for the audience to capture a clearer storyline because there are character introductions, conflicts, and ending resolutions.

The visuals of nature tourism in this video use illustrations, therefore small details help the overall animation visuals appear more alive. The use of color is also an important element in this design, because it can describe the atmosphere and build the mood to be shown to the audience. This narrative dissection is also useful for dividing each scene or act in the visual study, determining the duration of each scene, building the mood you want to show to the audience, and for determining the target audience you want to target.

5. References

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