

## CONTENT AND VISUAL ANALYSIS ON SHORT FILM: OLAK

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### ABSTRACT

The purpose of this study is to examine a short film in terms of content and visuals. Even though a film is of short duration, it does not deny that there are many things that can be analyzed, including the content and visuals in the short film. The authors analyzed the Indonesian short film titled "Olak", directed by Wishnu Hazmi Lazuardi (2018). This study uses a non-participant descriptive qualitative method, analyzing existing data from sources on the internet without direct contact with the participants that are included in the data. The authors analyzed this short film in the context of its content and visual appearance, particularly commenting on the significance of repeating the same scene in a time loop—as a commentary of the dynamics that occur in everyday lives of typical Indonesian teenagers.

*Keywords:* short film, content analysis, visual analysis, social dynamics, teenage film.

### 1. Introduction

Culture is a lifestyle that includes social ways of thinking, feeling, and acting from a group of people that characterizes their society (Harris, 1979). There's a lot of things in society that can become a part of culture. This component includes many forms, some are physical, non-physical, things that can be seen, heard, and also felt. One of them is language, which is the most common thing that is familiar to many people. Language is one of the meaningful symbols that give a feeling and thoughts in communication (Wibowo, 2001). It means that language is a communication tool with a conventional spoken, manual (signed), or written symbol system with humans as members of social groups and actors in a culture to express themselves.

In this era, the role of culture and language becomes more complex because of the existence of the media. The current generation believes that the media as a carrier of information about anything, including as a tool to spread the culture that can be shown to many people around the world. Criticos (1996) stated that media is one of communication components that is as a messenger from the communicator to the communicant. Media as a communication channel that is divided into two big categories, printing and broadcast. The printed form can be shaped like a magazine, or newspaper. While the broadcast forms like appearances on radio, television and also the internet.

Media in Indonesia is used widely as a tool to disseminate information and culture. Film is a part of media, film reflecting, communicating, critiquing or even changing culture. A lot of films are made to introduce or show cultural diversity as well as the daily life of every person in society in every country. Previously, films were produced with a quite long duration and took several hours, but now there are many films that are like summaries with a narrow plot, and only take a few minutes which is called short film.

Short film is a film that has a duration of no more than 40 minutes, the duration is relatively very short, so the contents of the film must be precise, clear, and conveyed properly. Usually, the focus on short films can be seen from the issues presented such as the stories of characters, jobs, places, or locations, to telling stories about products or promotions. The production of short films is relatively fast. It doesn't require a large studio, the costs incurred are not much, and the short film

itself is usually quick to respond or take cultural changes, the presented in short snippets within a span of a few minutes which become a solid summary. Short films nowadays are not only as cultural presentations that are shown as a whole but can also be a place to express ideas about small or simple events that occur in daily life.

One of the short films that shows an event that occurs in society is "Olak", directed by Wishnu Hazmi Lazuardi (2018). This story tells about school life that includes a social dynamic relation which uses a time loop plot in which the repetition of time making the same event is experienced repeatedly that has connection to the Determinism theory. Determinism was developed by the Greek philosophers (Heraclitus and Leucippus) during the 7th and 6th century. It's a philosophical view, where there are events that have a connection with something (the causes) that make it can't find the end before someone can complete the causes. The purpose of this study is to examine a short film in terms of content and visual appearance, particularly of the social dynamics that occur in everyday lives of typical Indonesian teenagers at school.

## 2. Materials and method

This study uses a non-participant descriptive qualitative method, analyzing existing data from sources on the internet without direct contact with the participants that are included in the data. According to Manuel and Medel (1976), descriptive research involves the description, recording, analysis and interpretation of the present nature, composition, or process of phenomena. The focus is on the prevailing conditions, on how a person, group, or thing behaves or functions at the time of the study.

In this study there are some steps to collect and analyze the data, (1) watch the short film from YouTube without taking note, (2) watch for the second time without sound, and focus on the visual point, (3) just play the audio without looking at the video, (4) watch full video, taking note and also compare the data that found from the short film, (5) analyzing the data in terms of content and visual appearance. After the analysis, the result from the data analysis will be written down.

## 3. Results and discussion

The short film "Olak" contains a determinism in the story as the base or main causes of what happened in every scene in this short film. It influences the story, both in terms of content and also the visual appearance. Beside that, the short film shows that there's a lot of interaction from one individual to another. They have the same purposes that make them have an interaction to reach the goal from their purposes, that is a representation from a social dynamic in the content.

### a. Content

The short film "Olak" shows a social dynamic in the story. Social dynamics is the study of the behavior of groups that results from the interactions of individual group members or it can be called the relationship between individual interactions and group level behaviors. It can be found in every scene that the main character has an interaction with other people (his friends).



Figure 1. (Time: 04:01)



Figure. 2 (Time: 4: 34)

The main character got influenced by the other's behaviors and also influenced another's behavior. He got influenced when he found out he was involved indirectly into his friend's problem. It's because there's a determinism part that is included in this short film, that makes him destined to help solve his friend's problem by giving action (affecting the other) that has an impact to make his friend feel better. At the end his friend (boy with jacket) smiles because the other friend comes to him to try to talk and cheer him up. It is because of the act from the main character before that they tell the other to accompany their other friends.

b. Visual



Figure. 3 (Time: 0: 36)



Figure. 4 (Time: 2:14)

Time loops are events that a person can experience repeatedly at a time. In the short film "Olak" the main male character realizes that he is trapped in the time loop, he feels as if he is being given a sign that there is something he must finish first, he finally knows why it all happened and he tries to find a way to finish it. In the scene where the male actor in the jacket shows a visual background in black and white. According to Kress and Van (1996), this color represents nostalgia, seriousness, truth, or detachment. In the film "Olak", black and white scene symbolizes that there is something that must be solved and the main character feels that repeatedly. In that scene the main male actor continues to do and see continuous events over and over again, something like that is called with time loops.

In the visual part of the film "Olak" that is related to determinism, which in that scene is an event that has a cause, meaning that the event occurs because there is a cause. Determinism is a theory in which all events, physical or mental, including human behavior, result from the causes that occur in that matter. The determinism is found in the scene where the main male character experiences a time loop, where he repeatedly experiences the event at that time, he experiences a time loop or repeated events because there is a reason that he must solve.



Figure. 5 (Time: 2: 41)

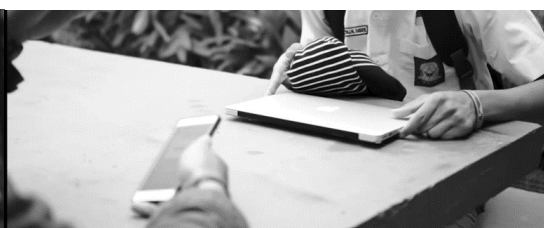


Figure. 6 (Time: 3: 02)

The reason for the occurrence of this time loop is that the male lead must or is destined to help his friend (the male actor in the jacket) smile again and not get lost in his sadness or anxiety. The male lead meets his friend (the male lead in the jacket), and there he (the male lead) finds out what the cause of everything he (the male lead) has experienced. And the reason why the second lead gets lost in his sadness is the problem with his family, and the determinism in this short film is the first lead must or destined to help the second lead back to his society life at their school.

#### 4. Conclusion

This analysis of the short film "Olak" shows a social dynamic in the story. This short film represents the social interactions carried out by the main character with his school friends which influence one another. Their interaction occurs because in this story they use determinism as the basis of the main events that are carried out by the characters. The determinism here causes the time loops experienced by the main character, making him have to finish something that is destined to get out of the time loop. This time loop scene indicated by a visual color change from a colorful scene becomes a black and white scene during the time loop. This time loop is also shown by the scenes that are repeatedly in the same place and also with the same people. In the end, the time loop experienced by the main character ends when he succeeds in completing something he was destined to do from the beginning. It's about how he should help his friend to not get dragged into his personal problem. It can be concluded that determinism can influence a content and also the visual appearance.

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