

PERAN PRODUSER DALAM FILM DOKUMENTER “WEDDING MASTER OF CEREMONY: THE UNTOLD JOURNEY”

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ABSTRAK

Profesi Wedding Master of Ceremony (Wedding MC) merupakan salah satu profesi dalam industri kreatif yang memiliki peran penting dalam penyelenggaraan acara pernikahan. Namun, profesi ini masih sering dipandang hanya sebagai pembawa acara tanpa mengetahui proses kerja dan tanggung jawab yang dijalankan. Oleh karena itu, diciptakan film dokumenter Wedding Master of Ceremony: The Untold Journey untuk memberikan gambaran mengenai profesi Wedding MC dari sudut pandang para pelaku industri. Laporan penciptaan karya ini bertujuan mendeskripsikan peran produser dalam proses produksi film dokumenter Wedding Master of Ceremony: The Untold Journey. Penulis berperan sebagai produser yang bertanggung jawab dalam perencanaan produksi, penyusunan jadwal (scheduling), pengelolaan anggaran (budgeting), koordinasi dengan narasumber dan kru, serta pengambilan keputusan selama proses produksi. Penciptaan karya dilaksanakan melalui tahapan pra-produksi, produksi, dan pasca-produksi dengan pendekatan dokumenter observasional serta wawancara mendalam (deep interview). Hasil penciptaan menunjukkan bahwa peran produser sangat penting dalam mengelola dinamika produksi, khususnya dalam penyesuaian jadwal narasumber, pengelolaan anggaran, dan koordinasi selama proses produksi. Film dokumenter ini diharapkan dapat memberikan perspektif baru kepada masyarakat mengenai profesi Wedding MC sebagai salah satu profesi di industri kreatif yang membutuhkan profesionalisme, kemampuan komunikasi, dan kepemimpinan.

Kata kunci: Produser, Film Dokumenter, Wedding Master of Ceremony, Produksi Film, Industri Kreatif.

THE PRODUCER'S ROLE IN THE PRODUCTION OF THE DOCUMENTARY FILM "WEDDING MASTER OF CEREMONY: THE UNTOLD JOURNEY"

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ABSTRACT

The profession of a Wedding Master of Ceremony (Wedding MC) plays an important role in the creative industry, particularly in wedding events. However, this profession is often perceived merely as an event host without understanding its responsibilities and work process. Therefore, the documentary film Wedding Master of Ceremony: The Untold Journey was created to provide a broader understanding of the Wedding MC profession from the perspective of industry practitioners. This creative project report aims to describe the producer's role in the production process of the documentary film Wedding Master of Ceremony: The Untold Journey. The author served as the producer, responsible for production planning, scheduling, budgeting, coordinating with interviewees and the production crew, as well as making managerial decisions throughout the production process. The documentary was produced through the stages of pre-production, production, and post-production using an observational documentary approach and in-depth interviews. The results show that the producer plays a significant role in managing production dynamics, particularly in schedule adjustments, budget management, and production coordination. This documentary is expected to provide the public with a broader perspective on the Wedding MC profession as a creative career that requires professionalism, communication skills, and leadership.

Keywords: Producer, Documentary Film, Wedding Master of Ceremony, Film Production, Creative Industry.