

SEMIOTIC STUDY OF DOCUMENTARY THE EXISTENCE AGRICULTURAL AND AGRICULTURAL INDUSTRY OF CELUK BURUAN VILLAGE

**I Nyoman Anom Fajaraditya Setiawan¹⁾, I Nyoman Widhi Adnyana²⁾,
Putu Wirayudi Aditama³⁾**

¹⁾ STMIK STIKOM Indonesia
anomkojar@stiki-indonesia.ac.id

²⁾ STMIK STIKOM Indonesia
manwidhi@stiki-indonesia.ac.id

³⁾ STMIK STIKOM Indonesia
wirayudi.aditama@stiki-indonesia.ac.id

ABSTRACT

The culture of farming has become a part of life in Bali and this has become a part of popular economic activity. This phenomenon is recorded in the documentary of the existence of agriculture and the Celuk Buruan agricultural industry and has become a fact of circumstances in the current era of change. In the film, of course, there is the production of signs in the visualization and these signs hide the intention behind the facts. In addition to matters of agriculture, the agricultural industry that lives from the surrounding agriculture also has an impact on the changes that occur. So whatever happens in these two fields will also impact the lower level economy. The existence of a series of signs, it is necessary to explore the motivation behind the actual story. This study aims to revive the economy in the agricultural sector. This is interpreted qualitatively interpretatively in the analysis of the sign based on the point of view that appears in the film. The study of documents by watching films and the current situation brings back a pattern outside the implied. Agriculture, development, and change are sure signs to follow and play a role in changing the mindset of the phenomena in this documentary. Finally, this study will provide a reflection on addressing the current situation.

Keywords: *semiotics, films, documentaries, agriculture, Buruan*

PRELIMINARY

Documentary films can be said as a media that puts forward the facts and documented in the form of cinema packaging. This media provides knowledge of the facts of a phenomenon that occurs around it, according to the topic of the facts extracted and the chronology of the events behind the facts. The documentary is not a mere communication media that is documentation, but more specifically in the media documentary is a means of information and even education in opening a fact. Documentary in the process requires a relatively long time because the process contained in-depth research methods.

The documentary gives a visual impression in the narrative and can also arouse the psychological of the audience. In documentaries such as cinema sub-section, it presents various components of the narrative chronology in the form of a story with a factual background as well as in the agricultural phenomenon discuss. The visual presentation in the cinema narrative will provide an attraction so that the actual message can convey to the audience. A comparison of these ideas becomes a social mission in general agricultural issues, especially in Bali.

Documentary media studies in this topic about agricultural issues, and development focus on the village of Buruan Gianyar, precisely in the area of Adat

Celuk and Adat Getas. This area is strategic and tends to develop due to the development of vital infrastructure, namely the Dharma Giri bypass access and the Captain Dipta sports stadium. The construction of this facility is undeniably a positive thing, but behind it, there are also fundamental problems.

Development as a parameter of the progress of an area has an impact on agriculture in this region. The rice fields that used to turn green and yellow during the harvest season are now starting to decrease. Strategic areas are also followed by widespread land-use changes in the agricultural zone. The incident certainly also threatened the existence of Subak organizations around this place. When Subak becomes a world heritage, seeing this phenomenon becomes very contrary to the facts themselves.

An unresolved problem is related to the problem of agricultural land narrowing, followed by a decline in income from the agricultural industry. The agricultural industry, as well as rice spills that have existed for decades now, are experiencing a critical period. This is because the mainstay business that relies on the results of small farmers, which is now also reduced. This was also triggered because of the different farmers selling models and not waiting for the harvest. That is why this effort to clean rice then slowly begins to shortness of breath with the circumstances that occur.

The glimpse of the narrative raised in this documentary becomes very interesting from the trace of the problems it contains. Moving away from field problems, the series of conflicts that builds visually in the story will be difficult to read in the minds of ordinary viewers. Therefore, it is essential to reveal the conflict structure that was built in the documentary of agriculture and agriculture industry in Celuk Buruan Village, to be more concrete and open, especially to the story structure in cinema media. In addition to opening up the thought structure of a documentary, visual conflict insertions will also appear and can be understood more readily by its parts.

DOCUMENTARY FILM MOTIVATION

Before going any further, it's a good idea to review at a glance, a theoretical understanding of documentaries. Documentary in film media has a video output process, and the output also mentioned as recording the transmission in the form of video frequencies and the documentation in the form of video recording (Setiawan, 2018). Documentary films fall into the category of non-fiction genres focused on the storyline according to the real situation (Setiawan, 2018). This fact-based process is what makes the documentary process quite long and not as easy as the ordinary audience thinks when watching it.

In the documentary, the motivation of the director or designer implied; in this case, personal characteristic compiled storyline. Motivation in this realm of encouragement (energy) or the movement of the soul that has specific goals; this is related to the behavior towards a goal (Sutrisno, 2005). This linkage then makes the documentary has a strong storyline in documenting a phenomenon in the form of film media.

The presentation of a cinema certainly has a structure in the performance of the story, and the structure makes the storyline of the film stronger. The story structure has similarities with the design structure, from the prologue, the conflict to the closure, which arranged as a reference for the story (Setiawan, Adnyana, Winatha, & Trisemarawima, 2019). The structure is part of the analysis of each chapter in the documentary storyline, all of which are part of the design process. As a media by presenting the phenomenon of facts, this structure becomes essential to be understood and applied in documentaries.

ABOUT THE VILLAGE OF CELUK BURUAN AND SUBAK

Celuk Buruan Village is located in Gianyar Regency, Blahbatuh District, and this village has an official village structure that oversees seven traditional villages or hamlets or banjars, namely Kutri, Buruan, Celuk, Bangunliman, Getas Kawan, Getas Kangin, and Griya Ketandan (Wikipedia, 2020). The majority of people in the village of Buruan work as farmers because agricultural land in this area can be said to still exist and be productive. Aside from being a farmer, most of the people work as private employees or civil servants, traders, craftsmen and so on.



Figure 1. Map of Buruan Village Gianyar Bali
Source: Google Map

Because the majority of the population are farmers, they certainly cannot be separated from the traditional agricultural organization structure called Subak. In his understanding, Subak is a traditional socio-religious religious institution or traditional community organization in the religious order of its people (Suryawan, 2018). Subak generally consists of two types, namely subak abian (plantation) and subak yeh (rice fields) and in Buruan Village the majority of its members are involved in subak yeh. Subak is also understood as an organization that regulates agricultural systems such as irrigation, planting time, distribution or distribution of fertilizers, harvest, and so on. Subak in Bali is very thick with the nuances of religion, especially various matters relating to agriculture, customs, and beliefs. Therefore, the subak organization which has existed for a long time and has been carried on for generations has now become part of the world's cultural heritage (Kebudayaan, n.d.).

THEORY AND METHODS OF MEDIA ANALYSIS

This discussion focuses on the analysis of documentary media and the relationship of phenomena that occur to the current situation of the Covid-19 outbreak. In the analysis process, it refers in-depth to the documentary film titled "The Existence of Agriculture and Agricultural Industry in Celuk Buruan". The analysis was done by reading the marks produced in the film on the semiotic scope. The mark is described in relevant reviews as a reference to read the storyline visually and in-depth.

The method, carried out qualitatively namely researchers as research instruments by conducting all the research processes and their analysis (Sugiyono, 2009). The qualitative analysis method is supported by an interpretive approach that is reviewing social or cultural events based on the perspective of experience or organization. The approach is a social system that defines behavior in the results of observation (Neuman, 1997). This approach is used in the observation that is

observing the intended documentary and sorting based on existing interpretations according to the visualization of the story according to the document study process.

Semiotics by Saussure as a study of signs as part of social life (Piliang, 2010). In the semiotic realm, Saussure divides the marks of the markers and the markers, which is between the physical objects and visualizations in thought or concept. These elements will be used later in analyzing the signs contained in the documentary film about the existence of agriculture in the village of Buruan. Signification in the sign can also be a contradiction considering its arbitrary nature.

DOCUMENTARY OF AGRICULTURE AND INDUSTRY OF AGRICULTURE IN CELUK BURUAN

Basically the documentary presents field facts or real situations that are not engineered (Admin, 2018). The plot of the visualization of the story in this documentary in its initial duration presents the repertoire of cultural traditions in Bali and is followed by agrarian activities in Buruan Village. The presentation is by interviewing farmers who work on productive land in this area. In the initial duration, the irrigation pathways that irrigate the surrounding rice fields and the community's mutual assistance activities are maintained in maintaining the area.



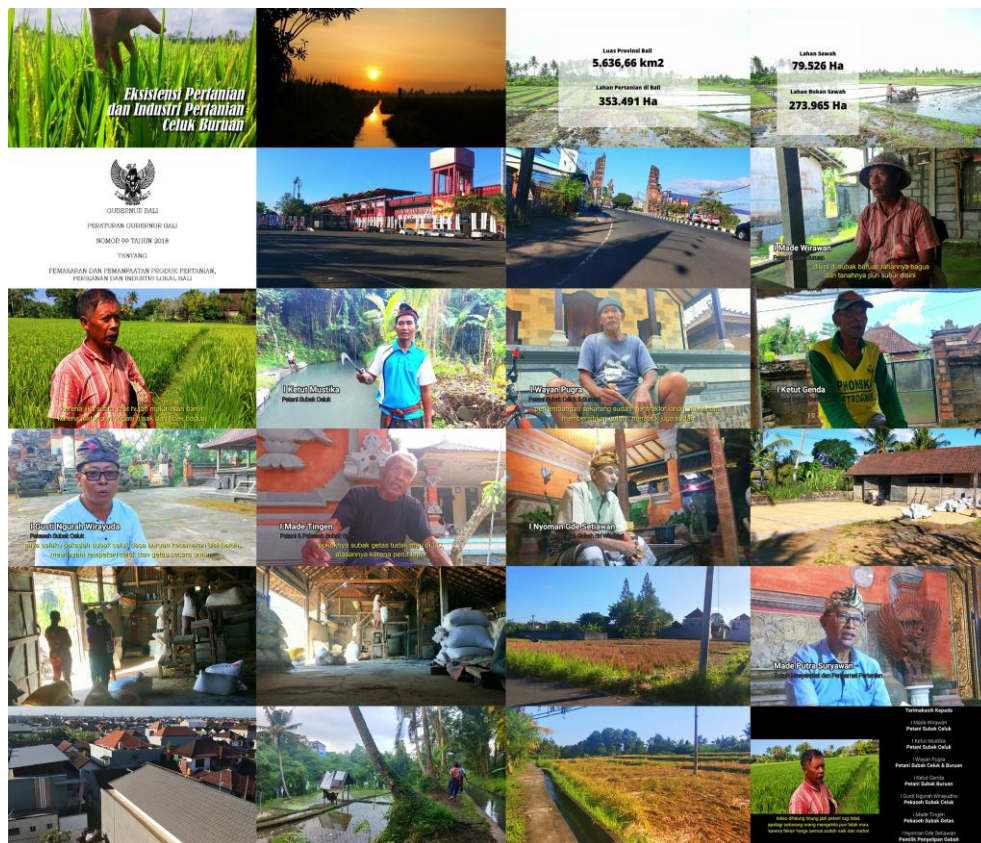
Figure 2. Agricultural and agricultural documentary Celuk Buruan
Source: youtube.com

In the contents of the film, the change phase before and after the farmers is revealed, which is marked by the development of settlements and strategic accesses that are part of the development. This access becomes public facilities and automatically provide increased commercial value to the surrounding lands. The existing access is in the form of a Dharma Giri bypass road and the Captain Dipta Stadium, the access then led to the expansion of residential areas in the vicinity as well as an increase in land prices.

Access, as part of the development, has an impact on the existence of agricultural land in this area. Irrigation, which began to disrupted and the narrowing of agricultural land, was the beginning of the erosion of agrarian culture in Buruan. This also impacts on people's industries that exist in the region. One of which was affected was the rice milling or scraping industry in Celuk Hamlet. This business is the oldest purification business in the Blahbatuh area and provides farmers with the

The conversion of productive land into commercial land has made agriculture and the agricultural industry begin to face difficulties. Irrigation problems, reduction of fertilizer subsidies, declining yields, are all caused by the narrowing of existing agricultural land. In the closing explanation, explain the government rules on agricultural land by local community leaders, but that too does not clamp down too much on the actual situation. This full documentary can be watched on the link <https://www.youtube.com/watch?v=raxZ7QMI4Eg&t=150s>

The discussion reviews the production of signs that are implied in the storyline with reference to monitoring through shows and a summary of the contents of the story that has been revealed previously. The sequential visualization of the story will be presented in the form of a storyboard that is compared with the film script as a reference for the analysis.



Source: youtube.com

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There are two points of view of the sign in this documentary film, namely from the point of view of agriculture and the point of view of development. Understanding these two points of view then structures the appearance of signifier and signified which are different. Literally, the viewpoints based on the production of the mark will be explained in tables 1 and 2.

Table 1. Sign production based on agricultural point of view

Sign	Signifier	Signified
Agriculture	Productive land and crop yields	Continuity agrarian economy

Table 2. Sign production based on development point of view

Sign	Signifier	Signified
Development	Infrastructure and availability of public facilities	Land requirements for development

The perspective of agriculture can be explained that agriculture is part of the sign, then produces ideas relating to productive land and crops from agriculture, which is also followed by the emergence of agrarian economic sustainability. Meanwhile, from the perspective of development as part of the sign, it raises thoughts about infrastructure and availability of public facilities and then also increases the need for land for development. The two different points of view are then contested and bring up a new point of view in table 3.

Table 3. Sign production based on agriculture and development point of view

Sign	Signifier	Signified
Agriculture and development	Functional shift productive land	Changes in mindset and threats of the agricultural industry

The contestation between agriculture and development turned out to have a gap in balance even though in the film, agriculture was supported by government policy. But the fact is, the development of the region opened a new phenomenon of land-use change and then changed the mindset of the people and threatened the small-scale agricultural industry. The mindset about agriculture and development gave rise to an era of change as a sign to be explained in the sub-analysis.

MEDIA ANALYSIS

The existence of two points of view with the contestation of phenomena in the production of signs is visualized sequences. In the interpretive analysis stage, a deeper structure is built up from the study of phenomena in video visualization. Meanings become more open when this structure is elaborated and reappear signs that appear repeatedly. In a descriptive explanation, the signs produced in the visualization of the story indicate the existence of positive and negative factors in dealing with the sequence of phenomena that occur. Positive and negative factors in question are the dualism of the state that is between changes that lead to progress and changes that lead to threats. The factors that emerge will be explained in table 4 from the point of view of change.

Table 3. Sign production based on agriculture and development point of view

Sign	Signifier	Signified
Time changes	Change economic mindset	Changes in mindset and the threat of small-scale agricultural industry
	Development progress	Decreased productive land area

Table 3 can be explained that the change in time is a sign, and this period then changes the mindset of the community and the parameters of development progress. But on the other hand, also led to changes in the mentality of the land associated with the transfer of functions, the effect is undoubtedly predictable; for example, the yield will undoubtedly decline. The decline in agricultural output, it will significantly affect the small business of the agricultural industry that it lives. Likewise, the expansion of development and settlement areas will undoubtedly have an impact on the field of productive agricultural land becomes increasingly narrow..

CONCLUSION

Based on the results of the discussion and analysis, it can be concluded that the documentary film media on "The Existence of Agriculture and Celuk Buruan Agricultural Industry" has a plot like a film structure. In the visualization of the story raises aspects of the production of signs with different perspectives, but still in a series of story topics. The repetition of meaning in the signs that appear to be more vulgar when sorted based on the accent signs that appear and ultimately lead to the point of view of changing times, changes in mindset, and the risk behind it.

Responding to the phenomenon of agriculture and the current situation that is increasingly uncertain (especially during the Covid-19 outbreak), we must be able to pay more attention to the fields of agriculture. When activities are forced to be minimized, staples, especially food, are absolute primary needs, so that the development mindset that is considered balanced can also think of the sustainability of agriculture and its supporters as part of the economy.

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