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Abstract

This research aims to examine the role of the director in the process of making a short film entitled Menjaga Adab. The director has an important function in transforming the vision of the story into an effective visual representation and conveying a moral message about the importance of maintaining manners in everyday life. The approach used in this research is a qualitative method by conducting direct observation during the production process, interviews with the director, and analysis of the film content. The research findings reveal that the director is not only responsible for the shooting and direction of the actors, but also maintaining the consistency of the adab values to be conveyed through each scene and dialogue. In conclusion, the success of the short film Menjaga Adab is highly dependent on the director's ability to combine social and ethical messages in harmony with the technical and artistic aspects of the film. This research provides insight into the importance of the director's role as the main driver in the production of films that focus on social values education.

Keyword: Adab, director, short film

Abstrak

Penelitian ini bertujuan untuk mengkaji peran sutradara dalam proses pembuatan film pendek berjudul Menjaga Adab. Sutradara memiliki fungsi penting dalam mentransformasikan visi cerita menjadi representasi visual yang efektif dan menyampaikan pesan moral tentang pentingnya menjaga adab dalam kehidupan sehari-hari. Pendekatan yang digunakan dalam penelitian ini adalah metode kualitatif dengan melakukan observasi langsung selama proses produksi, wawancara dengan sutradara, dan analisis terhadap isi film. Hasil penelitian mengungkapkan bahwa sutradara tidak hanya bertanggung jawab terhadap pengambilan gambar dan pengarahan para pemain, tetapi juga menjaga konsistensi nilai-nilai adab yang ingin disampaikan melalui setiap adegan dan dialog. Kesimpulannya, keberhasilan film pendek Menjaga Adab sangat bergantung pada kemampuan sutradara dalam memadukan pesan-pesan sosial dan etika secara harmonis dengan aspek teknis dan artistik film. Penelitian ini memberikan wawasan tentang pentingnya peran sutradara sebagai penggerak utama dalam produksi film yang berfokus pada pendidikan nilai-nilai sosial.

Kata Kunci: Adab, sutradara, film pendek

I. INTRODUCTION

Short films play a significant role as a means to express creative expression, education, and social messages in a concise yet impactful manner. Through their limited duration,



filmmakers can efficiently develop ideas, visual aesthetics, and deep meaning. In addition, short films are a useful training medium for budding filmmakers and also serve as a means of conveying social and cultural issues. In the midst of the development of digital technology, short films are increasingly easy to disseminate, making them an effective medium to reach a wide audience as well as a first step towards the world of professional cinema (Sae Indonesia, 2021).

In this context, the short film 'Menjaga adab' comes as a work that is not only entertaining, but also serves as a medium of education and inspiration regarding the importance of maintaining manners in everyday life. A short film with the theme of maintaining manners is a powerful tool to convey ethical and moral values in everyday life. Through a concise yet meaningful story, this film is able to highlight the importance of polite behaviour, respect for parents, teachers, and others, as well as self-control in attitude and speech. With a visual presentation style that is relevant and close to the audience's lives, this kind of film can evoke feelings and encourage awareness, so that the values displayed are more easily accepted and applied in everyday life.

In today's digital era, short films have become an effective communication tool in conveying information and moral values. Various themes can be raised through this medium, including the theme of adab, which is very relevant in the social and cultural context of Indonesian society. The film 'Menjaga adab' is designed to raise the audience's awareness of the importance of adab in interacting with others, as well as how good behaviour can shape the character of individuals and society as a whole.

Adab plays an important role in shaping and maintaining one's character, as it reflects one's attitude, behaviour and manners in interacting with the surrounding environment. By applying adab such as good manners, respect for others, and keeping one's words and deeds, one can build a positive self-image and be trusted by others. Adab is also the basis for self-control, guiding a person to act in accordance with moral and ethical values, thus forming a strong personality, integrity, and respect in social life (Zubairi, 2022).

In the production of a short film, the director has a leading role that covers the entire process, from pre-production to post-production. He is in charge of developing the creative concept of the film, including determining the visual feel, atmosphere, and message to be conveyed. During the filming process, the director leads the scene, directs the actors, chooses the appropriate location, and works with the technical team so that every aspect of the production supports the storyline. After the shooting process is complete, the director

participates in the editing process to arrange the sequence of scenes, select the best images, and set the rhythm of the narrative to maintain the continuity and quality of the entire film (Muhammad, 2021).

The director plays a crucial role in conveying social values and manners through film, as he is in charge of transforming the script into visuals that are able to arouse the feelings and awareness of the audience. By determining the right way of presenting characters, dialogues, and situations, the director can communicate moral messages about politeness, respect, and social norms in an effective and interesting way. In addition, the director directs the actors and production crew so that all elements in the film are aligned in conveying these values consistently, so that the film not only functions as entertainment, but also as a medium of education and inspiration for the community to maintain manners in everyday life (Aliyana, 2023).

This research aims to analyse how the role of the director in the production of the short film 'Menjaga adab' can function as an educational and inspirational medium. Through this analysis, it is expected to find effective strategies in delivering moral messages to the audience, as well as the impact that the film has on the audience's behaviour and attitude towards adab. Strategies for conveying moral messages to audiences in short films include a combination of strong storytelling, recognisable characters, and visuals that express the emotions of the story. Directors and scriptwriters often present conflicts that are close to everyday experiences so that moral messages feel more authentic and able to touch the feelings of the audience. In addition, the use of symbols, simple but meaningful dialogue, and reflective moments in the storyline also strengthen the values to be conveyed. Due to the limited duration of the film, the delivery of the message must be done in a compact and focused manner, so that each scene directly supports the moral core to be easily understood and lived by the audience.

The results of this research are expected to make a positive contribution to the development of Indonesian cinema, especially in the production of short films that raise educational themes. In addition, this research can also be a reference for other filmmakers in creating works that are not only entertaining but also educational.

II. RESEARCH METHODS

This research uses a qualitative approach. The qualitative research method in short filmmaking includes three main stages of production: pre-production, production, and post-

production. This approach aims to understand the creative process, symbolic meaning, and values built in the film in depth through observation, interviews, and documentation.

1) Pre Production

In a qualitative approach, this stage begins with initial observations and literature review to explore themes, moral values, or social issues that will be raised in the film. Researchers can conduct in-depth interviews with the director, scriptwriter, or other relevant parties to understand the origin and background of the story idea. In addition, researchers also play a role in reviewing the screenplay, determining characters, choosing locations, and compiling storyboards, with an emphasis on the meaning and main message to be conveyed in the film (Ayudya, 2024).

2) Production

During the shooting process, the researcher conducted participatory observation to directly observe the dynamics of directing, the working relationship between the crew and actors, and the way the director conveyed the values in each scene. Data collection was done through field notes, visual documentation, and follow-up interviews with relevant parties. The main focus at this stage is to examine how the technical and artistic decisions made during production reflect the moral vision or social message to be conveyed in the film (Putra, 2021).

3) Post Production

At this stage, researchers can observe the editing process, the arrangement of the narrative flow, the selection of audio elements such as music and sound, as well as the application of visual effects aimed at strengthening the message that the film wants to convey. The content analysis technique is used to further examine important scenes and explore how social, cultural, and ethical values are expressed through visual symbols. In addition, interviews with editors or directors after the post-production stage are also conducted to explore their views and evaluation of the final result of the film that has been produced (Literasinema, 2023).

III. RESEARCH RESULTS

This chapter discusses the implementation of the research methods used in producing the short film *Menjaga adab*. The production crew in this film are as follows: Salmaa Naba Ardani, Ragil Dwi Avrieza, Raihan Arkan Ramadan, Muhammad Jazmi Fadilah, Okta Fitriliani, Indah, BSI Ciledug Praproduksi.

1) Script Writing

The script in a short film plays an important role as the foundation for all creative and technical aspects during the production process. For example, in the short film 'Menjaga Adab', the scriptwriter uses the classic three-act structure-introduction, conflict, and resolution-so that the storyline is clearly structured and able to touch the audience's emotions. The structure helps the audience follow the character development and conflict effectively until it reaches a satisfying climax. In addition, the script also serves as the main guide for the director, cast, and production team in transforming ideas into concrete visuals, audio, and action on screen. Thus, the script is not only a story design, but also a creative communication tool that unites all parties in realising the film's vision (Muna, 2022).

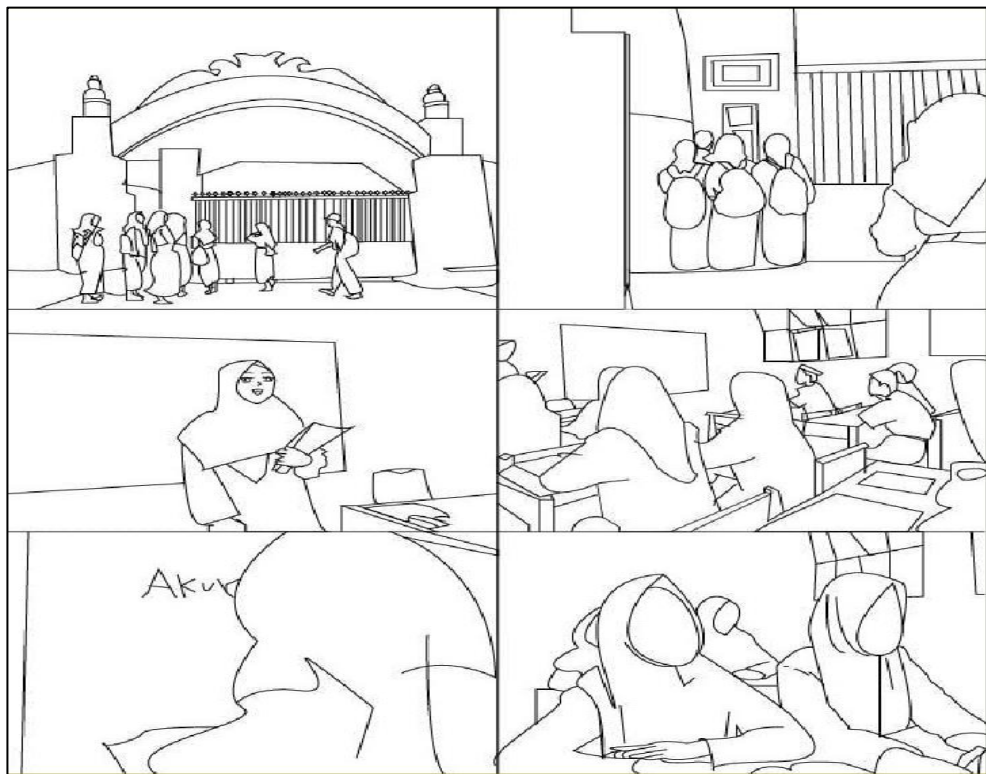
The story depicts the journey of a woman named Azizah who learns about the importance of adab in life, as taught by the great scholar Sheikh Abdul Qadir Al Jailani. The story begins at a madrassa school, where Azizah notices the different attitudes of her two classmates, Bahir who is full of adab and Ghifari who tends to be arrogant with his knowledge. This is realised through the scene of Ghifari talking to his friend while doubting his teacher. Azizah understood this lesson better after discussing it with her mother. A few years later, as Azizah contemplates a major decision in her life, choosing a husband between Bahir and Ghifari, she decides to choose Bahir, who is more civilised. Their marriage became an important symbol that adab is the foundation of a happy and blessed life. The text teaches that knowledge without adab is useless, and through adab, one can gain wisdom and maintain harmony in relationships with fellow humans and Allah.

2. Production Planning

Production planning in short filmmaking includes a number of important stages that are interconnected. The initial stage begins with the development of a story idea or concept which is then put into the form of a script or screenplay. Once the script is complete, the next step is to create a storyboard to describe the visuals of each scene in detail. Next is budgeting and scheduling, which includes determining technical needs, equipment, location, cast, crew, and execution time. In the pre-production phase, location scouting, casting, and shot list preparation are also carried out. This whole process is carefully designed so that the production can run smoothly and in accordance with the director's creative vision (Alfathoni, 2025).

3. Story Board Planning

Storyboard has a very important role in making short films because it serves as a visual guide that describes in detail each scene before production begins. Through storyboards, the director and production team can easily understand the storyline, frame layout, camera movements, and other visual elements, thereby reducing the risk of errors and confusion during shooting. In addition, storyboards also make it easier to plan time and use resources, improve communication between team members, and help realise the director's creative vision more effectively and efficiently. In short, the storyboard is a vital tool that connects the story idea with the desired end result of the film (Dwiyanti, 2021).



Picture 1. Storyboard

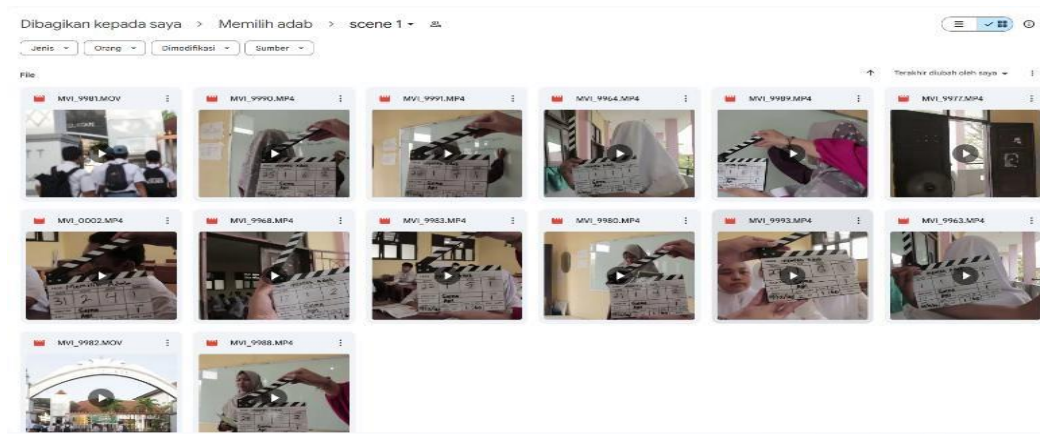
4. Production

1) Shooting

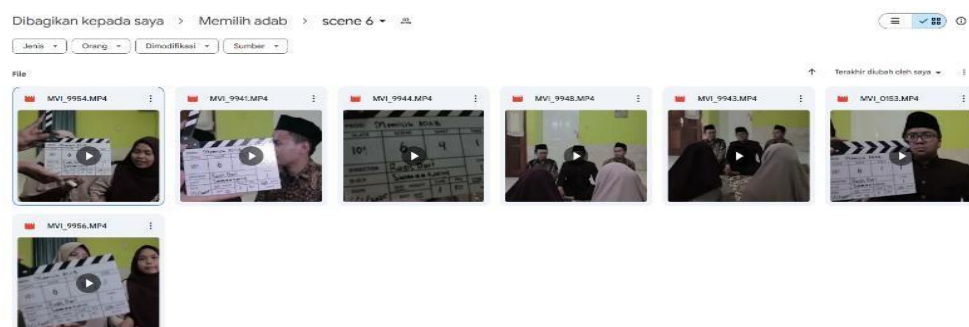
The filming stage in the production of a short film is a crucial part that has a major influence on the final quality of the work. In this phase, all members of the production team collaborate to realise creative ideas into a tangible visual form. An example of this can be seen in the production process of the short film 'Menjaga Adab', which includes activities such as exploring ideas, scheduling shoots, casting, and managing various administrative and logistical needs. During filming, the director and crew work in concert

to translate the script into visuals that tell the story. Supporting preparations such as acting training, location surveys (recce), and equipment checks are also very important before filming takes place, in order to avoid obstacles in the field and ensure a smooth production process (Fernanda, 2022).

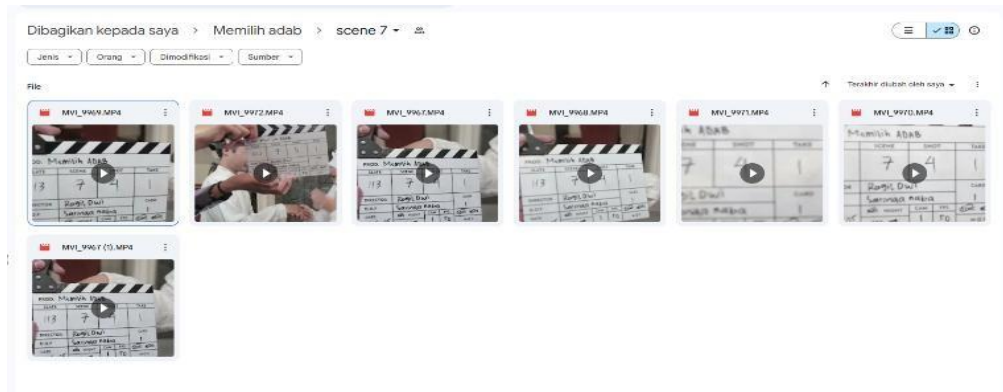
In the shooting process the hardware used is a Canon 750D camera. Before taking the camera is set up first so that it can produce images with HD resolution of 1280 pixels x 720 pixels at 50 fps. Shooting was repeated several times, because there were several footages that were not suitable in terms of cinematography, audio, and also the scene. Then on the first day, take a video for the opening scene or master shoot which is the initial part of the film.



Picture 2. Day 1 Shooting



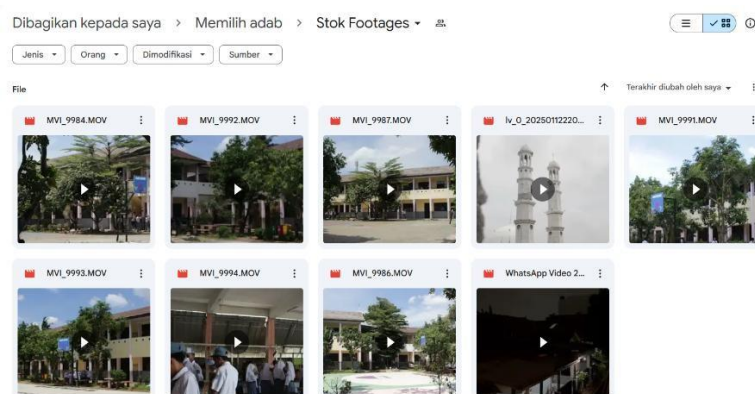
Picture 3. Day 2 Shooting



Picture 4. Day 3 Shooting

2) Stock Fotages

Stock footage in short films serves as additional visual material used to enrich the narrative, save production costs, or depict scenes that are difficult to shoot live. These video clips usually come from a library of readily available images and cover a variety of themes, such as cityscapes, extreme weather, crowds, or specific activities. In short films, the use of stock footage can help create atmosphere, speed up the storyline, or cover technical and logistical limitations during production. However, its selection must be appropriate and fit the visual tone of the film so that it still feels aesthetically unified and does not disrupt the continuity of the narrative.



Picture 5. Stock Footages

5. Post Production

1) Preparation Editing Tools

Software Name	Uses
Windows 11 (64-bit)	The Operating System on the laptop used to run Adobe Premiere Pro and Adobe Illustrator editing software.
Adobe Premiere Pro 2024	To cut and combine a number of footages into a single story. Provide effects, colour grading and backsound/soundtrack.

Adobe Ilustrator	During the pre-production process to create a storyboard and saved in the format .png
Microsoft Word	Create a film script, director treatment, and camera treatment, create an editing worksheet, then save it in the format .docx
Microsoft Excel	Creating artistic worksheets

Tabel I. Software Specification

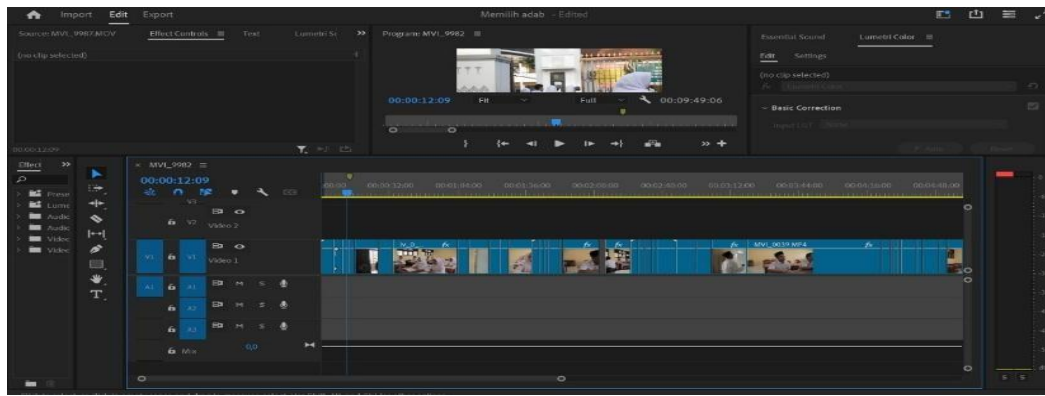
Hardware Name	Uses
Asus Vivobook M1403QA	Used to run all applications film editing keeping adab
AMD Ryzen 7 5000 Series	
Kamera Canon EOS 750D	Shoot video footages

Tabel II. Hardware Specification

2) Editing

The editing stage in short film production is an important part of post-production that functions to structure the story as a whole and convey the right message to the audience. One of the techniques used, continuity cutting, plays a role in maintaining continuity between one scene and another, so that the storyline feels smooth and easy to follow. This technique also supports natural transitions between scenes, strengthens visual cohesion, and ensures that the message, such as cultural values, remains intact. In addition, editors are also responsible for selecting the best footage, composing audio elements, and adding graphics and text to strengthen the narrative. Therefore, editing is not only a technical process, but also a creative part that greatly affects the final quality and emotional impact of a short film (Karismasari, 2020).

In the editing stage, after all the production processes are complete, the filmed videos and stock footage videos are combined in the same folder. The video folder is then given a sequence number according to the scene in each video footage based on the order of the story in the storyline, after which the footages are entered according to the folder created. The audio and video folders are input into Adobe Premiere Pro 2024, after importing Rough Cut, starting from selecting video footages that are deemed appropriate based on the story sequence, then cutting each video footage. Furthermore, adding voice over, background music, visual effects, and subtitles to the film. The voice over and background music used are stock audio footages that have been imported and stored in the audio folder.

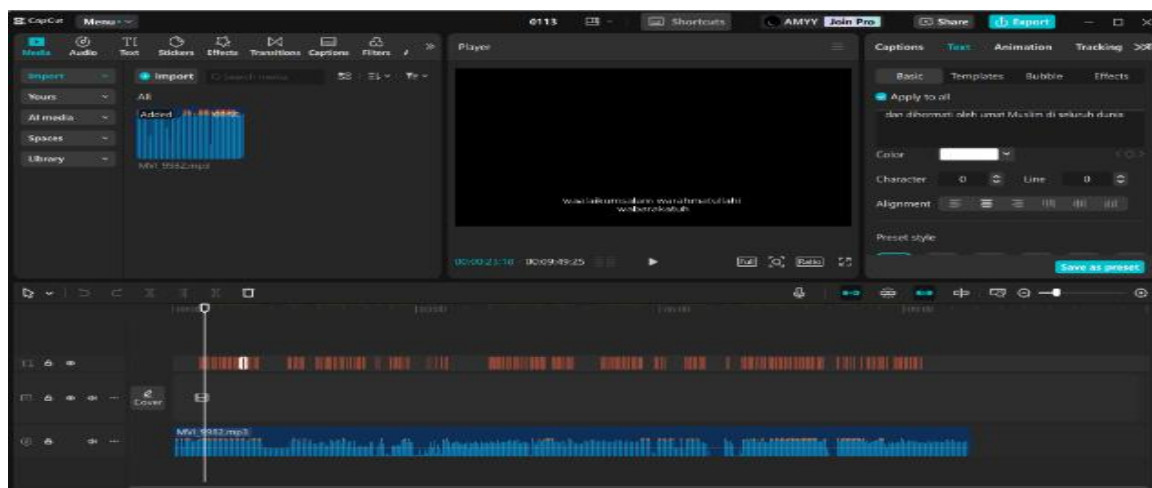


Picture 6. Rough Cut Process



Picture 7. Visual Effect Cross Dissolve

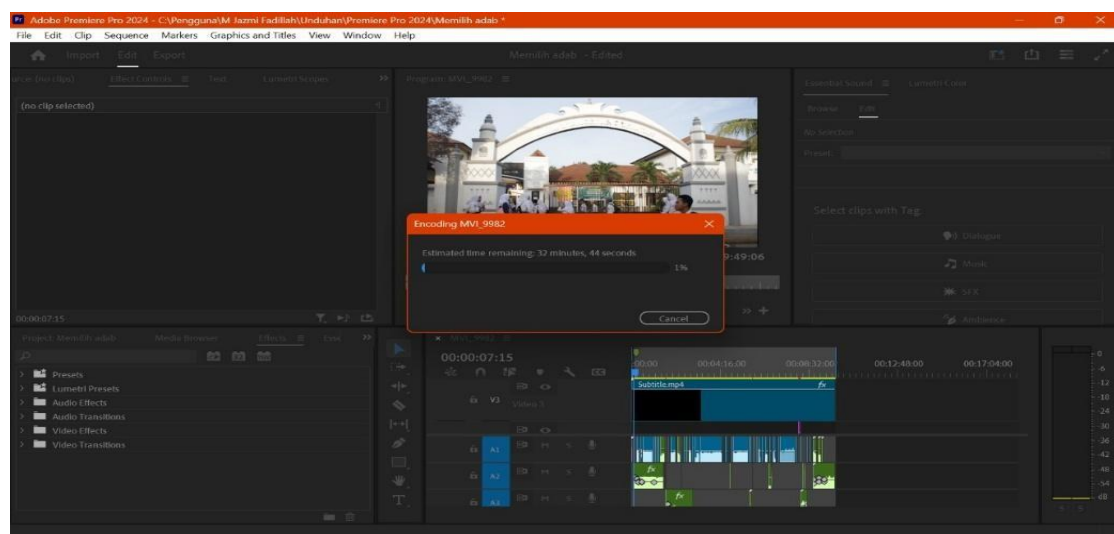
The text on the subtitle uses the system default font with a size of 5 with a white colour (#FFFFFF) without a background.



Picture 8. Subtitle Adding

3) Rendering.

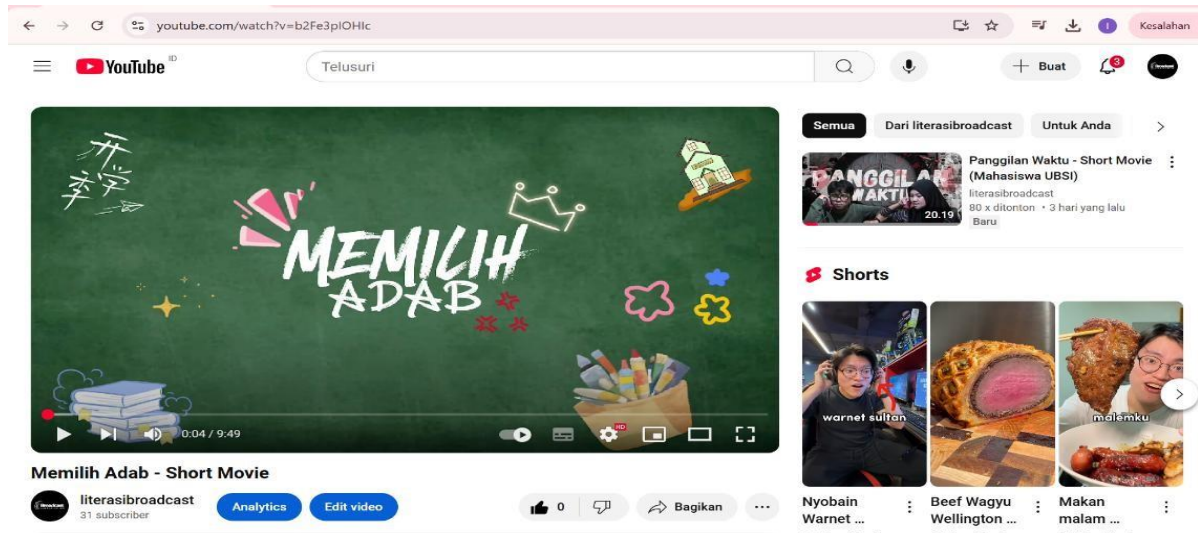
Rendering in short filmmaking is the last technical stage that has a significant role. Especially in animation-based short films or those involving CGI technology, rendering becomes an important process to combine all visual elements such as modelling, texture colouring, lighting, and compositing that have been done previously. The performance and results of this process are highly dependent on the capabilities of the hardware and software used (Suryo, 2024). In addition, the duration of rendering can be quite long, depending on the level of complexity of the scene and the desired image resolution. Compressing a video project to H.264 format with 720p HD resolution is called rendering in short films.



Picture 9. Rendering Process

4) Publication

Distributing short films through digital platforms such as YouTube has become very important in the digital age as it provides wide and quick access to audiences around the world. YouTube allows filmmakers to reach a cross-regional audience, broaden the exposure of their work, and open up opportunities for recognition, feedback, and potential commercial partnerships. In addition, the platform's sharing features and recommendation system help facilitate the natural spread of content. For independent filmmakers, YouTube also serves as a strategic medium to showcase their work, build a network of viewers, and evaluate public response in real-time through available analytical data. Once the short film is ready, the next step is publication. Publication is carried out on Youtube social media so that it can be seen by the wider community.



Picture 10. Youtube Publication.

IV. CONCLUSION

In the short film 'Menjaga Adab', the role of the director is crucial in realising the creative vision and moral message to be conveyed. The director is responsible for the entire production process, from pre-production to post-production, including cast selection, acting direction, technical set-up, and visual and audio quality supervision. Through proper direction, the director can ensure that every element in the film, such as the storyline, characters, and atmosphere, is in line with the theme of adab. In addition, the director also plays a role in maintaining the consistency of the moral message to be conveyed to the audience, so that the film is not only entertaining but also educational and has a positive impact.

The short film 'Menjaga adab' succeeds in being an educational and inspirational medium by emphasising the importance of adab in everyday life, especially in relation to complex modern social interactions. Through an engaging story and relatable characters, the film teaches ethical principles and the importance of civilised behaviour. The film not only shows how important it is to maintain good relationships between individuals and communities, but also encourages viewers to consider their own actions and understand how important it is to maintain social norms. 'Menjaga adab' provides a relevant and down-to-earth experience by depicting real-life circumstances so that viewers not only understand, but are also inspired to apply moral principles in their lives. The film conveys a powerful message in an easy-to-understand manner, making it a useful tool to inform others about the importance of manners, especially to the younger generation.

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