

## The Application of *Brainstorming* Method in Developing Ideas in The Production of Television Documentary *Side of Life* Episode *Not The Same*

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**Abstract.** *The Side Of Life* Television Documentary Program episode *Not The Same* is a program that presents information about the issue of sexual harassment to men by women. Male victims of sexual harassment are often not believed and even made into a joke by society. This documentary program presents information through the victim as a resource person in providing a chronology of events and feelings of victims who are not trusted by family and society. The creation of this television documentary program production work aims to produce a television documentary program by maximizing the role of the producer in developing ideas by using the *brainstorming* method which aims to make the production run well and have clear and abundant information so that it can be understood by the audience. The writer as a producer focuses on how the producer's creativity in developing ideas using the *brainstorming* method in television documentaries so that they can present information and knowledge. A television documentary program begins with some footage. *Insert* footage is used as the opening of the program followed by the program title and program episode. The *Side Of Life* program contains three *sequences*, each of which contains important and interesting information. Through the *brainstorming* method, it produces a program that is informative and becomes a medium for public education.

**Keywords.** Documentary, *Brainstorming*, Idea Development, Documentary Production

### INTRODUCTION

Television is still the most popular media for the public, because television shows can present a variety of programs, making it easier for the audience to enjoy. A special event is usually good production material for television programs. To make these programs a complete program, in-depth research is needed so that all data related to the program becomes complete, the deeper the research conducted, the more complete the data obtained which is then processed into a television program.

One type of television program is a documentary. Documentary is a type of non-drama television program, simply put, a documentary film is a film that displays facts that exist in life or films that display reality. The concept of factual films and documentary films that collaborate to produce a documentary film or television program is called a television documentary.

Documentaries are categorized by type or variety. There are 12 types of documentaries, namely: a) Travel Report Documentary, b) History Documentary, c) Portrait/Biography Documentary, d) Comparison/Contradiction Documentary, e) Science Documentary, f) Nostalgia Documentary, g) Reconstruction Documentary, h) Investigation Documentary, i) Experimental/Art Documentary (Association Picture Story), j) Diary Film, k) Dramatic Documentary (Dokudarama).

A drama documentary is a type of documentary in which some parts of the movie are directed or organized in advance with detailed planning. Drama documentaries emerged as a solution to the fundamental problem of documentaries, which is to film events that have or have not happened. The type of documentary evolved to where it was very subjective to see things from a very individual perspective.

The influence of globalization makes it easy for everyone to access outside culture, including the ease of accessing pornography and pornographic facilities. including easy access to means of pornography and pornoaction, resulting in the absence of a strong life grip that causes rape behavior.. Rape itself is usually identified with women as the victim and men as the perpetrator. In reality, men can be victims of rape and women can also be perpetrators.

Citing a case of sexual harassment from [liputan6.com](http://liputan6.com) which occurred in Probolinggo in 2021, a female dangdut singer with the initials DP (28) raped a male teenager with the initials FU (16). The incident was revealed after FU's father reported his son's case to the police. The father reported that his son had not returned home for three days. In front of the police, FU admitted that he was given alcohol and molested by the female dangdut singer. The victim has been questioned by the Women and Children Services Unit (PPA) of the Probolinggo Police Criminal Investigation Unit. The police are still investigating the alleged molestation case. The police admitted that they needed more time to find the alleged perpetrator.

The author gets the idea to raise the issue of sexual harassment by women against men so that people do not consider cases of sexual harassment against men as a joke and believe that men also have the potential to become victims of sexual harassment committed by women. In the process of creating this work, the author took the jobdesc as Producer. The producer is fully responsible during the pre-production, production, post-production process.

Producers in non-drama productions play a more dominant role in generating ideas, working on the production of both taped and live broadcast productions. The pre-production stage includes idea search, idea development, concept formulation. The production stage is involved in its implementation as a team leader and post-production is involved in the evaluation process and final assessment of the editing results.

In pre-production the producer searches, develops and formulates the concept, the non-drama producer is assisted by the creative or scriptwriter. The process of developing ideas through brainstorming can take days, but it can also be instantaneous in generating the best ideas. The brainstorming method popularized by Alex F. Osborn and then developed by William Pfeifer, this method is quite often found in the teaching and learning process in schools between teachers and students. The brainstorming method is often used by sub-divisions within the company. The use of this method is important because it can channel extraordinary ideas from the participants. The advantage of this method is that it has a rule of not reproaching and criticizing other members' ideas during the brainstorming process. Decision-making in the group discussion was taken using the brainstorming method and still using the basic concept of the author as a producer.

## Literature Review

Television program formats are divided into two parts; drama and non-drama programs. The difference in format means that the duties, functions and responsibilities of producers in each format differ from one another.

According to (Salsabila, 2023) the performance of a producer is the key to the success of a broadcast program. (1) Working collectively; (2) leading a work team; (3) dealing with production technology; and (4) tight schedules and deadlines. However, this is where a producer's ability is needed in the art of leading, organizing a work team that has different skills, characters, backgrounds to unite in one vision and purpose of the broadcast program that is his responsibility.

Documentary programs are information programs that aim for learning and education but are presented in an interesting way. For example, documentary programs that tell about a place, the life or history of a character, or the life or history of a character, or the life of animals in the grasslands and so on. The style or way of presenting documentaries is very diverse in terms of shooting techniques, editing techniques, and storytelling techniques; ranging from simple to the most difficult (Julianto, 2023).

The brainstorming method is a way of problem solving that can be used both individually and in groups. It involves recording ideas that occur spontaneously in a non-judgmental way. According to (Rulistiani, 2023) the brainstorming method is used to summarize a number of opinions in one team on the same frame of mind.

Brainstorming method is a technique for finding ideas that is done by involving all team members at once. Various brainstorming techniques can be applied according to the needs and objectives according to the problem being loaded. Here are some brainstorming techniques mentioned in the search results:

1. Starbursting: This method entails creating a question regarding the main problem and trying to answer the question.
2. Mind Mapping: This method is used to collect ideas by creating diagrams that contact ideas with visual connections.
3. Reverse Brainstorming: This method describes the problem in terms of failure and looks at ways to solve it.
4. Stepladder Brainstorming: This method combines individual ideas with ideas shared by two people.
5. SWOT Analysis: This method helps the team to gather information on the strengths, weaknesses, opportunities, and threats that can affect the problem being discussed.
6. Brain-netting: This method uses virtual collaboration technology to spread ideas in a team environment that is different in place and time.
7. Round Robin Brainstorming: This method incorporates ideas by sending an email to the team to gather ideas.
8. Rolestorming/Figure Storming: This method requires thinking from the perspective of another person or a person from history.
9. Brainwriting: This method uses graphics to gather ideas by distributing the same graphic outline to each team member.
10. This brainstorming technique can be applied to solve problems, create creativity, and build creative and effective solutions.

### Research Methods

This type of research is class room action research. Classroom Action Research is conducted in two cycles and information from the previous cycle determines the next cycle. In general, there are 4 stages carried out, namely 1) Planning, 2) Implementation (Action), 3) Observation, 4) Reflection

## RESULTS AND DISCUSSION

### A. Description of Work

The creation of the production work of the Television Documentary program "*Side of Life*" Episode "*Not The Same*" is a program that presents information about the humanitarian issue of sexual harassment against men. People often do not believe that men can also be potential victims of sexual harassment by women, this is often taken as a joke which results in male victims not wanting to report. The documentary program "*Side Of Life*" presents information through various perspectives of expert sources so that a lot of information can be obtained by the public.

The author takes the title Application of the *Brainstorming* Method in the Development of Television Documentary Production Ideas "*Side Of Life*" episode "*Not The Same*", the author as a producer uses the *brainstorming* method in the creation of television documentary works so that the creation of works on production goes well and all team members can contribute their best ideas so that they can have clear and complete information and become impressions that the audience can understand.

The television documentary program "*Not The Same*" begins with the opening of the program "*Side of life*" episode "*Not The Same*".

The first *sequence* contains some news footage of sexual harassment of men by women, introduction of the victim and statements from psychologists, legal experts, and sociologists on the definition of sexual harassment.

The second *sequence* contains the victim explaining the chronology and feelings of the sexual harassment she experienced, followed by a psychologist's view on the stigma of society that men are unlikely to be victims of sexual harassment, and a legal view on sexual harassment of men by women. The visualization also varies, such as showing *footage of the* victim at the scene of the incident.

The third *sequence* discusses the possibility and factors of a woman sexually assaulting a man, and discusses the victim's *statement* that she was confused as to why she had an erection during the sexual incident, which was responded to by the psychologist's *statement*.

The fourth *sequence* contains the victim's feelings *after the* incident and the psychologist's statement about the psychological impact of male sexual harassment victims and what they should do. This sequence is closed with the victim's messages to the community.

### B. Analysis and synthesis of works

The creation of the television documentary production work "*Side Of Life*" episode "*Not The Same*" has gone through pre-production, production and post-production processes until it is suitable to be presented to the audience. In the production process, the writer who served as a producer with the team continued to carry out health protocols. Before production, idea development is carried out to maximize during production. The development of ideas and concepts is done with the team using the concept of *brainstorming* method.

1. Pre-Production

The ideas generated are the result of the initial concept, which is informative and educative. On April 3, 2023 the author conducted a series of research processes and finally came up with the main topic of sexual harassment. The team members consisting of 5 people, namely the writer as producer, assistant producer, director, scriptwriter and cameramen, initiated their respective ideas and were in the first stage of the *brainstorming* method, namely as follows:

A. Sparking creativity

Fishing for creativity is done by *brainstorming* in a comfortable, quiet place without noise that can distract the *brainstorming* process, and looking at similar documentary references as a reference.

*Table 1. Brainstorming results of stage 1 brainstorming*

Phase 1 <i>brainstorming</i> results	
1.Theme: Sexual Harassment	<ul style="list-style-type: none"> <li>• Sexual harassment of men by women</li> <li>• Male and female sexual harassment</li> <li>• Sexual abuse of men and boys</li> </ul>
2.Types of Documentaries	<ul style="list-style-type: none"> <li>• Investigative Documentary</li> <li>• Documentary Drama</li> <li>• Science Documentary</li> </ul>
3.Types of Storytelling	<ul style="list-style-type: none"> <li>• Chronological Storytelling</li> <li>• Dialectical Storytelling</li> </ul>
4.Sequence	<ul style="list-style-type: none"> <li>• Chronology of harassment</li> <li>• Sexual harassment news</li> <li>• Factors of women committing sexual harassment</li> <li>• Victim's feelings after the incident and psychological impact</li> <li>• Legal protection for perpetrators of sexual harassment</li> <li>• Comparison of laws in Indonesia and abroad</li> </ul>

The result of brainstorming in this first stage was to collect ideas from the team members on the topic of theme, documentary type, storytelling type and *sequence* and decided at the next meeting.

B. Team members provide additional ideas that have more likelihood factor for production.

The author and the team revisited on April 8, 2023 by discussing the minutes of ideas from the previous meeting and giving team members the opportunity to provide additional new ideas before finally entering the last stage of evaluating and selecting ideas. The result of this stage was that no one provided additional ideas.

C. Evaluation and selection of ideas, from the ideas that have been obtained in the previous meeting, an idea selection was carried out. The results are as follows:

*Table 2. Initial stage and result stage of brainstorming*

Initial stage	Result Stage
1.Theme: Sexual Harassment <ul style="list-style-type: none"> <li>• Sexual harassment of men by women</li> <li>• Male and female sexual harassment</li> <li>• Sexual abuse of men and boys</li> </ul>	1.Theme: Sexual Harassment <ul style="list-style-type: none"> <li>• Sexual harassment of men by women</li> </ul>
2.Types of Documentaries <ul style="list-style-type: none"> <li>• Investigative Documentary</li> <li>• Documentary Drama</li> <li>• Science Documentary</li> <li>• Documentary Comparison</li> </ul>	2.Types of Documentaries <ul style="list-style-type: none"> <li>• Investigative Documentary</li> </ul>
3.Types of Storytelling <ul style="list-style-type: none"> <li>• Chronological Storytelling</li> <li>• Dialectical Storytelling</li> </ul>	3.Types of Storytelling <ul style="list-style-type: none"> <li>• Dialectical Storytelling</li> </ul>
4.Sequence <ul style="list-style-type: none"> <li>• Chronology of harassment</li> <li>• Sexual harassment news</li> <li>• Factors of women committing sexual harassment</li> <li>• Victim's feelings after the incident and psychological impact</li> <li>• Legal protection for perpetrators of sexual harassment</li> <li>• Comparison of laws in Indonesia and abroad</li> </ul>	4.Sequence <ul style="list-style-type: none"> <li>• Male sexual harassment news</li> <li>• Chronology of events</li> <li>• Factors of women committing sexual harassment</li> <li>• Victim's feelings after the incident and psychological impact</li> </ul>

The result of the *brainstorming* process is that the author and the team agreed to raise the theme of sexual harassment of men by women, the idea was chosen because it is still rare for documentaries to discuss the issue of sexual harassment against men and want to convey a message to the public that men can also potentially become victims of sexual harassment. The type of documentary that will be produced is a drama documentary, because it wants to be made dramatically so that it invites audience empathy. The type of narration chosen is dialectical narration because the problems or feelings experienced by male victims of sexual harassment will be directly responded to by relevant sources so that the audience is not confused and can immediately get an explanation from expert sources.

The documentary program "*Not The Same*" presents sources who are experts and credible in their fields. The search for sources for the documentary production work "*Not The Same*" was carried out on June 2, 2023, the author and the team *brainstormed* to find sources

by contacting acquaintances of prospective sources who were willing to be interviewed. Here are 5 sources who are credible in their fields, namely:

Table 3. Cooperation of resource persons

2. Production Implementation

The production process took 3 days on May 5, 2023, June 11, 2023, and June 15, 2023. During the production process, the author and the team carried out their respective tasks and roles. As

a producer, the author performed appropriate tasks such as ensuring the location and tools for the interview were ready to be used, ensuring the

No.	Name	Profession	Date Contacted
1	AW (initials of Victim)	Victims	April 5, 2023
2	Dr. St. Guntur Tri Narwaya	Sociologist	June 2, 2023
3	Sri Wiyanti Eddyono, S.H., LL.M., Ph.D.	Legal Expert	June 2, 2023
4	Afthonul Afif, M.A	Psychologist	June 7, 2023
5	Police Commissioner Dr. Anis Widiyanti. S.H., M.Si	Malrape Researcher	10 uni 2023

interviewee arrived on time, preparing a list of questions for the interview, and ensuring that refreshments were available at the recording location.

The application of the *brainstorming* method is carried out at the production stage as follows:

A. Sparking creativity

Before conducting the interview, the writer as a producer invited the team to *brainstorm*. Fishing for creativity is done by the writer as a producer by *reviewing* the questions that have been made.

B. Provide additional ideas

At this stage, the writer as a producer convinced the members whether there were additional questions or not, before entering the idea selection stage. The result was that there were no additional question ideas.

C. The third stage of *brainstorming* is idea evaluation and selection. The writer and team *re-review* the list of questions that have been made before and the list of additional questions.

Table 4. Early and late stages of production brainstorming

Initial Stage	Final Stage
1. Questions for victims	1. Questions for victims
1. After the incident did you immediately try to report it?	1. Can you tell us how it happened?
2. When this happened, did you fight back?	2. What caused the event to happen?
3. What impact did you experience after the incident?	3. After the incident did you immediately try to report it?
4. When did the event occur	4. When this happened, did you fight back?
5. Where the harassment occurred	5. What impact did you experience after the incident?
6. Who is the culprit?	6. When did the event occur?
7. How did this happen?	

	<p>7. Where did the harassment take place?</p> <p>8. Who is the culprit?</p> <p>9. Do you know the perpetrator?</p> <p>10. How did this happen?</p> <p>11. How did the person who received the report from you respond after you gave the report?</p>
<p>2. Questions for Sociologists</p> <ul style="list-style-type: none"> <li>• Why does society tend not to take male sexual harassment seriously?</li> <li>• What should society do for male victims of harassment?</li> <li>• How should victims of sexual harassment be treated by society?</li> </ul>	<p>2. Questions for Sociologists</p> <ul style="list-style-type: none"> <li>• Why does society tend not to take male sexual harassment seriously?</li> <li>• What should society do for male victims of harassment?</li> <li>• How should victims of sexual harassment be treated by society?</li> <li>• What do you think about society's stigma that men cannot be victims of sexual harassment?</li> <li>• What should society do about female sexual abusers?</li> </ul>
<p>3. Questions for psychologists</p> <ul style="list-style-type: none"> <li>• What impact do male victims of sexual harassment experience?</li> <li>• Which is more severe for male and female victims of sexual harassment?</li> <li>• What factors influence a woman to commit sexual harassment?</li> <li>• What support should be given to male victims?</li> </ul>	<p>3. Questions for psychologists</p> <ul style="list-style-type: none"> <li>• What do you think as a psychologist about sexual harassment committed by women against men?</li> <li>• What impact do male victims of sexual harassment experience?</li> <li>• Which is more severe for male and female victims of sexual harassment?</li> <li>• What are the signs that someone has been sexually abused?</li> <li>• How to deal with people who have been sexually harassed?</li> <li>• Is it possible for someone who has experienced sexual harassment to become a sexual harasser?</li> <li>• Is it possible for a victim of sexual abuse to experience a change in sexual orientation?</li> </ul>

	<ul style="list-style-type: none"> <li>• Why do most male victims remain silent and reluctant to talk about their abuse?</li> <li>• What factors influence a woman to commit sexual harassment?</li> <li>• What support should be given to male victims?</li> <li>• What is the message you want to convey to victims and the community?</li> </ul>
<p>4. Questions for legal experts</p> <ul style="list-style-type: none"> <li>• What is the law regarding sexual harassment against men?</li> <li>• Is there a legal umbrella for male victims of sexual harassment?</li> </ul>	<p>Questions for legal experts</p> <ul style="list-style-type: none"> <li>• What do you think about male sexual harassment?</li> <li>• Is there a legal umbrella for male victims of sexual harassment?</li> <li>• What is the law regarding sexual harassment against men?</li> <li>• Is there a legal umbrella for male victims of sexual harassment?</li> </ul>

The result of *brainstorming* at this stage of production is that there are several additional questions before being conducted with related sources, the initial plan was that only the director was allowed to ask the sources during the interview, but according to the author it was not a necessity. The writer *brainstormed* with team members and agreed that all team members could ask questions to the interviewees outside the list of questions that had been made with the condition that there was still time left, so that more information could be obtained.

*Table 5. Interview schedule*

No.	Day/Date	Location	Time	Source
1.	Monday / May 5, 2023	Recording studio	13.00	AW
2	Sunday / June 11, 2023	Mercubuana University	09.00	Dr. St. Guntur Tri Narwaya
3		Gadjah Mada University	13.00	Sri Wiyanti Eddyono, S.H., LL.M., Ph.D.
4	Thursday / June 15, 2023	Semarang	09.00	Police Commissioner Dr. Anis Widiyanti. S.H., M.Si
		Holy	13.00	Afthonul Afif, M.A

### 3. Post Production

In post-production activities, the writer supervises whether the editing runs according to *deadlines* such as *offline roughcuts*, *online editing*, and coordinates *editing* activities with the director and editor. The author applies the *brainstorming* method when the editing is complete, the author coordinates the team to see a preview of the finished documentary. The topic of *brainstorming* at this stage is to discuss whether additional *footage* needs to be taken or which shots should be discarded.

The application of the *brainstorming* method is carried out at the post-production stage as follows:

#### A. Sparking creativity

Before the preview begins, the writer and team provoke creativity by conducting previews in a comfortable, quiet place, and additionally using speakers for movie previews so that the sound of the movie can be heard clearly.

#### B. Provide additional ideas

After previewing, *the* writer and team *brainstormed*, at this stage the writer and team discussed whether to take additional footage or not, and accommodated all ideas of footage to be taken as convincing members whether there were additional questions or not.

Initial Stage
Is it necessary to take additional <i>footage</i> ?

Before entering the idea selection stage. The result of this stage was that there were no additional question ideas.

#### C. Idea evaluation and selection

The writer and team re-reviewed the topics that had been discussed, and considered the advantages and disadvantages of taking additional *footage*.

Table 6. Early and late stages of post-production

Initial stage	Final stage
Is it necessary to take additional <i>footage</i> ?	No need to take additional <i>footage</i>

The result of this stage was that there was no need to take additional *footage* due to lack of sufficient funds, and the visual stock was sufficient. Some revisions were also coordinated with the editor and director. The *backsound* chosen is one that supports the tense atmosphere so that the audience is carried away by the serious discussion.

The writer as a producer also conducted a team evaluation on June 26, 2023 after the *editing* process was completed, where the producer saw the team's performance whether it was in accordance with their respective duties and shortcomings during production activities. From the evaluation in the future, it can have an overview for the development of a better team kinera.

## CONCLUSIONS

The creation of a television documentary production work entitled "*Not The Same*" is a program that presents information about sexual harassment against men that is often not believed and even made a joke by the community. The writer as a producer is fully responsible for making the "*Not The Same*" program. Responsibilities are carried out from pre-production, production to post-production stages. The producer's task in pre-production is to develop ideas using the *brainstorming* method. The writer conducts an observation process and interviews with sources to support the *brainstorming* process in developing ideas. The author applies the *brainstorming* method in developing program ideas, through three stages according to William Pfeiffer, the first stage is to provoke creativity, the second stage provides additional ideas, the third stage is evaluation and selection of ideas. Through the *brainstorming* method, the production process can run smoothly and have clear information and become a program that can add insight to the audience.

## ADVICE

In producing a work, solid teamwork is needed so that the goal can be achieved. As a producer, it is also necessary to increase documentary references in honing creative ideas. Producers must understand the situation during the pre-production to post-production process so that if there are obstacles, they can be resolved together. Expanding relationships is also necessary as a producer to support production activities. The production design must be worked on by the producer to become a reference for the production team in carrying out their duties. The application of the *brainstorming* method in this production has the advantage of being able to get more brilliant ideas and can adapt ideas from team members. Not only advantages, the application of this *brainstorming* method also has disadvantages, namely that it takes longer because it must gather all team members, but it can be overcome by pre-scheduled meetings and intensive meetings.

The author realizes that the production of the television documentary program "*Not The Same*" is far from perfect and the author hopes that this work can be useful for the audience.

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