Scenario Writing For The Video Program Timmy's Days (Sitcom) on IDN Media

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Abstract—IDN Media as a consumer technology company operates five main business pillars, one of which is entertainment. IDN Media requires audience involvement by presenting comedy genre entertainment programs. Sitcom programs as a means of entertainment build each episode of their broadcast from narration, gestures, dialogue, punch lines, and editing effects which are elements of humor. This requires an important role from a script writer, namely creating a creative script in screenwriting so that it becomes an interesting story show and makes it easier for the audience to understand the content of the story.
Writing the scenario for Timmy's Days went through three stages, including pre-production, production and post-production. The pre-production stage includes finding ideas, determining the theme, type of story, audience segmentation, setting and plot. The production stage includes characters, synopsis, treatment, scenario. The post-production stage at this stage puts more emphasis on editing the writing and details of the scenes in the story adding detailed information which is usually called beat or parenthetical which contains expressions, gestures and reactions of the characters. This can simplify the process of embodying and character scenes in shooting.

Keywords—Timmy's Days, Screenwriting, Sitcom.

I. INTRODUCTION

IDN Media is a multi-platform media company targeting millennials and generation Z. IDN Media was first established in Surabaya in 2014 by Winston Utomo and Willian Utomo, both of whom wanted to help express the aspirations and inspirations of generation Z and millennials. Until now, IDN Media has become a leading media platform company for millennials and Gen Z in Indonesia with a vision to democratize information and have a positive impact on society [7]. IDN Media has become one of the famous mass media houses that operates five business lines, including digital media, live streaming, entertainment, commercial, and creator economy [8].

One of the entertainment programs that is still a favorite among Indonesian people is situation comedy or more commonly called sitcom). Sitcom is a comedy show based on everyday life conditions, broadcast in series with the same characters in each series, usually taking place in a bond of life together, or work that is taken from everyday life in a humorous way.

Currently, there are many media that produce programs with a comedy theme of sitcom type. Popular sitcom programs in Indonesia include The East, Lapor Pak!, Suami-Suami Takut Istri, Tetangga Masa Gitu, Office Boy. Sitcom is a drama show that emphasizes comedy elements [10]. There are several characters with problems wrapped in comedy in sitcom shows. The form of communication from this comedy can be easily accepted because the form of delivery is wrapped in humor, light language and is entertaining.

IDN Media previously had sitcom video content uploaded on YouTube IDN.Times in the content there were several characters with problems wrapped in comedy, then in 2017 the IDN Media head office moved to Jakarta, so there were many changes in the company structure starting from commercial, content, and media platforms. So that the change caused the sitcom content to die and not run again for six years, in 2024 IDN Media now hopes that the content can be revived and reproduced by presenting a new comedy situation program "Timmy's Days".

The most important thing in making a video is of course writing a scenario. A scenario is a design for conveying a story or idea with film media. The term scenario is understood as the design of the twists and turns of the story [11]. The scenario is made by a script writer, in an audio visual production the script writer has a very important role.

The role of the script writer in writing a scenario has a great responsibility in planning the concept idea of a program or show in electronic media. Script Writers are given the freedom to explore ideas or concepts from anywhere, such as personal experiences, looking at references from books, magazines, and the internet to find events that are widely discussed. After the idea or concept is found, the story is developed and processed into a concept for the production process in a program.

The author in this final project is interested in focusing on how to create a professional sitcom program scenario, namely based on the stages that must be passed in creating a scenario. It is expected that scenario writing techniques are an important element in creating a script, a scenario writer will create a plot, conflict, character characteristics, and make the script interesting so that the audience can enjoy a comfortable storyline.

II. METHODS

A. Location and Time

The final project was completed at the IDN Media office on Jalan Gatot Subroto Kav.27, Kuningan Timur, Setiabudi District.

This last project was implemented between February and May of 2024.

B. Project Subjects

The final project report focuses on the parties involved, including IDN Media's Video and Communications section, which granted authorization to implement the project and the resource supplier, IDN Media workers that were involved as actors and talents in creating the comic situation program "Timmy's Days", students in the Digital Communication and Media Study Program at IPB University Vocational School.

III. RESULT AND DISCUSSION

Screenplay is one of the activities in the filmmaking process. This activity is very important because the screenplay functions as a framework or blueprint for a film and also as a written guideline for all parties involved in the filmmaking process on how the film will be finished later. Screenplay writing includes several stages, such as determining the idea, synopsis, treatment, and script or scenario [1].

The filmmaking stage consists of three technical stages that refer to the SOP (Standard Operating Procedure), namely pre-production, production and post-production [9]. The creation of the screenplay also follows the SOP which consists of pre-production, production and post-production [4] this is in line with the writing of the screenplay in making the Timmy Days video by referring to the SOP (Standard Operating Procedure).

1. Pre-production

The pre-production process goes through several processes including, containing the stages of determining the story idea, determining the theme, type of story, segmentation, duration, setting and plot. The following is an explanation of each stage that is passed through in pre-production, including:

a. Idea

The initial idea for Timmy's Days came from the author's interest in the IDN Media company which provides various attractive compensations to improve the welfare of its employees. Such as providing several facilities for employees available in the office, such as lunch, sleep room, hall (for big events or lunch together), gym, meeting room. Apart from other physical facilities, there is one thing that IDN Media wants to guarantee and prioritize, namely an open and inclusive work culture, by upholding an inclusive work culture, IDN Media wants employees to treat other employees well, openly, and supportively. The creation of this work is also strengthened according to the author's experience of 10 months at IDN Media, after that conducting research first which is contained in the IDN.Times article entitled Open Work Culture is One of the Advantages of Working at IDN Media. So from there, the idea for a story that was raised for the Timmy's Days program emerged which aims to represent a positive work culture and introduce the IDN Media company to the audience.

b. Determining the Theme

The theme of Timmy's Days in this content is On Boarding. Onboarding is the process by which a company welcomes and integrates new employees into their work environment. This content is raised related to the culture at IDN Media, every new Timmy will carry out on boarding first to get to know the company's culture, vision and values so that new employees feel connected to the company.

c. Story Type

After determining the theme, the next step is to determine the type of story, the type of story for the Timmy Days program is a comedy genre with a sitcom type, Comedy situations (sitcoms) are one of the comedy programs that present funny dramas based on stories and feature character actors who can make the audience laugh in each episode.Sitcoms are comedy shows based on everyday life conditions, broadcast in series with the same characters in each series, usually taking place in a bond of life together, or work that is taken from everyday life in a humorous way [12].

d. Audience Segmentation

Audience segmentation or smart segmentation helps companies become more efficient and effective, namely by focusing on segments that they can satisfy well [6]. The segmentation of this program is 17-35 years old, women and men. The author took the target of teenagers to adults because adults have been able to capture the implied message and accept the message as a means of learning through someone's life.

e. Setting

All the backgrounds used for this shooting are the IDN Media office, namely the melting pot and the Surabaya meeting room, both of which have large areas so they are suitable for use during lunch breaks. The third background is the IDN Media lobby, the lobby is used during the office tour session and also the introduction of the IDN Media office. The fourth background is located in the kitchen studio, the background is designed as if it were in the kitchen because during the office tour there is a scene that introduces that he is a chef at IDN Media, so the selection of the background is designed like a kitchen where the talent also wears an apron and also properties as supporting other cooking utensils.

f. Plot

The last pre-production stage is determining the plot, the plot refers to how events or scenes are arranged to achieve the desired effect of the author. A plot is built to make a point, reach a climax, and present a specific result [3]. The plot of Timmy's Days uses a three-act dramatic structure, namely the set up or initial conflict, confrontation or complication of the problem, and resolution or problem solving.
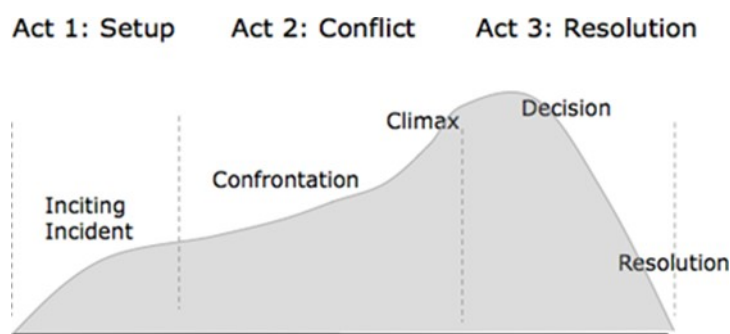
Figure 1 Three Act Dramatic Structure

Act one contains the introduction of characters and strong scene descriptions, in act one Alif, a new employee, has a forgetful nature, during on boarding he was given a black box by Sissy (Office Manager) the black box contained books, pens, tumblers. When the on boarding session was over, Alif was careless so that the book was lost, this is when the initial conflict emerged, the initial conflict in.

In the second act, there was a complication of the problem, Alif's book was really lost, he tried to find the book and asked the other Timmy because the book would be used during the coffee chat session so Alif tried his best but to no avail he did not find his book.

Act three is the answer to the questions in acts one and two. The characters must face their feelings, desires, and goals. In this act three.

2. Production

The next stage is production. This stage includes the creation of character figures, synopsis, treatment and scenario. The following is an explanation of each stage of production including:

1) Character figures

The role of the character in the sitcom is the main factor, where the character can face a problem in the situation, location, and characteristics that he has [2]. The characters who play roles in Timmy Fun are all employees at IDN Media who are from various different divisions including the IDN Live, IDN Creative, ICE IDN, Popbela, IDN Event divisions.

The main character in Timmy's Days is Alif, he is the new Timmy who just entered the office on his first day, he is innocent, forgetful, and overthinking. The second character is Doel as the CEO, he is the CEO of IDN Media who has an authoritative but relaxed, emotional, and funny character, many Timmys are entertained by the jokes he makes. The third character is Maggie, she is a beautiful but grumpy sales person, the next character is Amel, Amel is the Personal Assistant to the CEO, she is slow, innocent, and beautiful. Amel is often insensitive to her CEO's orders, the next character is Sissy, she is the POPS who guides the onboarding process. She has an extrovert, perfectionist, funny, and fierce character. It can be seen during onboarding that she has an enthusiastic and cheerful demeanor.

The next character is Stella (writer) who has a strange and smart nature, then Cakra (senior security) who has an obedient, kind, smiling, indecisive and alert nature. Doni (junior security) has a firm and assertive nature, Sumet (OB) has a blunt, talkative, careless nature. Wawan (chef) has a flirtatious nature, feels confident with his handsomeness and likes to flirt, finally Steven has a quiet and nerdy nature.

2) Synopsis

A synopsis is usually used as a prologue in a script, both short and long scripts for a drama performance, film and stage theater. This synopsis is made to make it easier to know and understand briefly about a script that will be performed or read. Writing a synopsis does not require extensive language style and explanations, but the content or general idea is prioritized.

Synopsis of Timmy's Days, namely Alif is a new employee at IDN Media, he is the last Timmy to arrive at the on boarding session. The CEO welcomes the new Timmy with enthusiasm while reciting rhymes accompanied by the delivery of the vision and mission but with a relaxed demeanor and also entertaining. Sissy, an Office Manager, invited the new Timmy to create a question that would be used during the Q&A session in the coffee chat, all the Timmys wrote seriously, Alif was confused about what to write because of his innocent nature, Alif wrote a trivial and meaningless question.

When the onboarding session was over, Alif tidied up his bag and rushed to join the office tour, unknowingly he forgot to put his book and was carried away by another Timmy. During the office tour session, Alif realized that his book was missing, during the office tour session Alif looked for his book with difficulty.

When the coffee chat session ended, it turned out that Alif's book was carried away by another Timmy and the book was returned to Alif. After that, Alif accidentally met Maggie and got acquainted, he was happy to finally be able to get to know Maggie, the woman he admired after his smile was returned with a sullen face, finally Alif managed to get to know Maggie.

3) Treatment

Treatment writing uses a short way of speaking but can provide gripping power and allure to the audience to immediately concentrate on the show.

Scriptwriter works closely with the director to create the treatment. Treatment usually consists of scene heading and action. In the story framework sequence 1 there is the beginning of the conflict, namely Alif is the last person to arrive during the onboarding session. The development of the storyline is in the form of a narrative. The following is an example of a scenario treatment for Timmy's Days.

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SCENE 1. EXT. GEDUNG PERKANTORAN IDN MEDIA - SIANG

Suasana gedung IDN Media yang terlihat sepi karena sudah
melewati   jam   masuk   kantor.   Alif   berjalan   dengan
tergesa-gesa  dikarenakan  ia  takut  terlambat  mengikuti
onboarding.

                        ALIF
          (Menghela nafas dan melihat jam tangan)
             Ya elah, hampir aja nih gue telat.
                (Melihat - lihat gedung kantor)
       Eh buset, gede amat yak gedungnya. Pasti kamar mandinya
                   cakep terus wangi.
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Figure 2 Treatment Script Timmy's Days

INT or abbreviation of interior is used when shooting is done indoors, while EXT or abbreviation of exterior is used when shooting is done outdoors. The heading used in scene 1 is EXT (exterior) which means the picture was taken outdoors, then continued with the name of the place and also the time information written "MORNING, AFTERNOON, EVENING, and NIGHT". After writing the heading, then continue with the action and treatment carried out in the scene in detail.

The writing of the treatment must use a number, namely the scene number of the scene or scenes in a place which in writing uses capital letters written on the first line, but some are combined in the first sentence. For simple and short television films It is recommended to make a story summary of around three pages that is more detailed than the basic story, then make notes per scene.

4) Skenario

The next stage of production is the preparation of the scenario. A scenario is a complete story script with dialogue and is ready to be produced. A scenario or script is a continuation of the treatment. The difference between the two is that the scenario is more detailed with dialogue between characters.

This scenario writing uses a three-act structure. The three-act structure is a narrative structure that consists of three parts, namely introduction, action and conclusion. This three-act structure helps the writer in creating a story concept easily. The writer emphasizes the story on the sequence twist because at this point there is a plot twist when the main character takes the final step that will provide an answer or surprise to the audience.

The Timmy Days scenario is a comedy genre scenario with a comedy situation type, sitcoms rely on humor that is reflected in the story elements or seen from the characterization scenes. The type of humor in the Timmy Days scenario emphasizes more on verbal (emphasizing dialogue), by emphasizing dialogue in the scenario to make the comedy more lively and interesting, and invite laughter from the audience. The use of humor in Timmy Days can lighten a story in a film, so that the audience can easily understand the contents of the story of the film they are watching.

3. Post-production

Post-production in filmmaking is the work done after the shooting process at the production stage, including editing and visual effects. The post-production stage in making a film scenario is carried out by the screenwriter after the first draft scenario writing process is complete, and at this stage, more emphasis is placed on editing the writing and details of the scenes in the story. The use of transitions is also present at this stage or in the scenario making process.

The writer edits the logic of the story by reducing and adding scenes so that no parts are lost in the reader's logic. Details of information that are usually called beats or parentheticals that contain expressions, gestures or reactions of the characters. This can facilitate the process of realizing and scenes of the characters in the shooting.

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                STEVEN
(Tersenyum dan menunduk dengan
muka ramah.

                SISSY
Jadi kalau laptop kalian ngelag
bisa ke Steven ya guys..

                STEVEN
(Muka flat)
Boleh, lima puluh
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Figure 2 Use of Parenthical Script Timmy's Days

The image above is an example of the use of parenthical script Timmy's Days, above it is written that Steven smiled and bowed in a friendly manner, so during the shooting production, the character must also be in accordance with the expression.

IV. CONCLUSIONS AND SUGGESTION

A. Conclusion

The scenario is the main guide in the shooting process to be realized in the media. Timmy's Days tells the work culture at the IDN Media company by providing a positive image interspersed with general jokes in millennial and gen z offices. The Timmy's Days scenario uses a three-act plot structure that the story has a beginning, middle and end. A screenwriter must be able to process story ideas by conducting observations and in-depth research so that its reality can be believed. The writing of the Timmy's Days scenario goes through three stages, including pre-production, production and post-production. The pre-production stage includes finding ideas, determining the theme, determining the type of story, audience segmentation, determining the setting and plot. The production stage includes determining the character of the character, synopsis, treatment and making a scenario. Then, after making the scenario at the pre-production stage, the writer edits the writing, namely pharenthical which contains the character's expressions, gestures and reactions. This can facilitate the process of realization and so that the character can explore his role more deeply.

B. Suggestion

A screenwriter must be sensitive to the surrounding conditions, the ability of a screenwriter to respond to events that may occur every day is very important to generate story ideas to be processed into a scenario, creating a scenario must also understand writing techniques to support the concept that has been designed and can be poured well into writing a scenario. Not only to support the concept, understanding good writing techniques helps translate imagination into a scenario so that it can be understood by all readers.

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