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**THE DIRECTOR'S STRATEGY IN BUILDING A THEATER OF MIND  
ON THE P.O.V. EPISODES OF RADIO FEATURE PROGRAM  
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**Abstract (Indonesia)**

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**Latar Belakang:** Produksi karya *feature* radio ini berfokus untuk memberi opsi untuk anak muda mengatasi permasalahan keuangan yang berdampak terhadap psikologi dengan menerapkan gaya hidup minimalisme, selain itu terdapat sejarah minimalisme serta kisah langsung dari orang yang menerapkan minimalisme di kehidupan sehari-hari. gaya hidup minimalisme merupakan salah satu cara untuk mengatasi gaya hidup *Over* konsumsi yang ada di masyarakat.

**Tujuan:** Tujuan dari penciptaan karya produksi ini adalah untuk memproduksi sebuah karya *feature* radio dengan judul "P.O.V." episode "*Minimal-is-me*" melalui penerapan *Theater of Mind* sebagai strategi sutradara dengan memaksimalkan tiga elemen radio yaitu *voice*, musik dan *sound effect*.

**Metode:** Penciptaan karya produksi menggunakan metode tahapan penciptaan, pra produksi, produksi, dan pasca produksi.

**Hasil:** Penerapan fragmen dalam produksi ini dapat memaksimalkan tiga elemen radio yaitu *voice*, musik dan *sound effect* untuk menghidupkan *Theater of Mind* pendengarnya. sehingga pendengar dapat merasakan karakteristik radio dan dapat menerima pesan yang disampaikan dengan baik.

**Kesimpulan:** Feature radio merupakan program yang sangat baik untuk memberikan informasi kepada pendengar karena dapat dikemas dengan beberapa sub-format agar karya tersebut dapat lebih menarik untuk didengarkan. Didalam program Feature terdapat beberapa kejutan untuk pendengarnya karena sang pendengar tidak dapat menebak apa yang akan terjadi selanjutnya. Feature radio "P.O.V." episode "*Minimal-is-me*" membahas gaya hidup

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minimalisme di masyarakat melalui kasus nyata yang tertuang dalam fragmen serta penyelesaian masalah melalui berbagai macam aspek seperti sisi psikologi, ekonomi, serta bagaimana minimalisme ini bermanfaat bagi kehidupan seseorang.

**Kata kunci:** Strategi, Sutradara, *Feature*, *Theater of Mind*

**Abstract (English)**

**Background:** *The production of this radio feature work focuses on providing options for young people to overcome financial problems that have an impact on psychology by applying a lifestyle of minimalism, in addition to the history of minimalism and the direct story of people who apply minimalism in everyday life. minimalism lifestyle is one way to overcome the overconsumption lifestyle that exists in society.*

**Objective:** *The purpose of creating this production work was to produce a radio feature work with the title "P.O.V." episode of "Minimal-is-me" through the application of Theater of Mind as a director's strategy by maximizing the three elements of radio, namely voice, music and sound effect.*

**Methods:** *Creation of production works using the methods of stages of creation, pre-production, production, and post-production.*

**Results:** *The application of fragments in this production can maximize the three elements of radio namely voice, music and sound effects to bring the listener's Theater of Mind to life. so that the listener can feel the characteristics of the radio and can receive the message conveyed well.*

**Conclusion:** *Feature radio is an excellent program to provide information to listeners because it can be packed with several sub-formats so that the work can be more interesting to listen to. In the Feature program, there are some surprises for the listener because the listener can't guess what will happen next. Featured radio "P.O.V". The episode "Minimal-is-me" discusses the lifestyle of minimalism in society through real cases contained in fragments as well as problem solving through various aspects such as psychology, economics, and how minimalism is beneficial to a person's life.*

**Keywords:** *Strategy, Director, Feature, Theater of Mind*

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## INTRODUCTION

The rapid development of technology allows humans to receive information from various media sources, mass media has an influence in building society because of its potential role to raise public opinion as well as a forum for dialogue between levels of society (FIRDASARI et al., 2015). On the other hand, mass media can also form a Theater of Mind in the minds of readers and listeners. Theater of Mind is a show in mind. Radio as one of the mass media has power in sound, this allows listeners to imagine and imagine the situation said by the broadcaster. Radio as an audio medium, can give rise to the Theater of Mind because what is said in the broadcast has a framework of language, speech, and a formal everyday pronunciation style.

One of the characteristics of radio is the Theatre of Mind (Miranda & Yuliati, 2020). Radio creates images (makes pictures) in the listener's imagination with the power of words and sounds. Radio broadcasting is the art of playing the listener's imagination through words and sounds (Pratama, 2022). Through the Theater of Mind, the listener can imagine as if what he hears is actually happening in their imagination. With a certain sound color, intonation and accentuation in announcing techniques are able to bring the listener's imagination to identify the atmosphere and situation based on the sound he hears (Verawati, 2012). Radio media is able to awaken the imagination of its listeners, with voice, music, and sound effects.

In addition to having superior characteristics from other media, radio has various programs such as music, talk shows, variety shows, features, dramas, and documentaries. Currently, radio is a medium used to accompany motorists on the road, therefore music programs are superior to other programs, but it is possible that other programs are also in demand, such as feature radio programs. Feature radio is a program that discusses a topic from various points of view and is presented in depth. This is what makes the Feature program still in demand today. In Feature programs, one subject is usually presented by stringing together several program formats at once.

A director is required to maximize the three elements of radio, namely voice, music, and sound effects. This is so that the message can be conveyed properly. The director has different strategies and characteristics in leading the production. The director's strategy in radio production is the director's way of producing works so that information and goals can be clearly received by the listener.

The amount of information that can be provided by the media allows listeners to choose what topics they want to hear, one of which is lifestyle topics. Lifestyle or life style can also be interpreted as everything that has characteristics, specificities, and procedures in the life of a certain society (Rahman, 2022). And one of the lifestyles that many young people do today is the consumptive / consumerism lifestyle.

The consumerism lifestyle is a lifestyle that glorifies economic ownership more. According to the Thematic Thesaurus Indonesian (2022) the meaning of consumerism is waste, scattering, and dissipation. The lifestyle of consumerism is more detrimental than beneficial. Consumerism makes a person lazy to work, loses fighting power, is extravagant, consumptive and lacks the desire to get ahead (Fajri, 2022). One of the solutions to this problem is to carry out a lifestyle of minimalism. The minimalism lifestyle is the practice of simplifying something they want into something they need so that it can make someone calmer and focused on the goals they want.

Based on the explanation above, the author will create a radio production work with the theme of a minimalist lifestyle. With Feature radio format. Feature Program is a program that discusses a subject that fully highlights and parses with various formats and creations with the aim of entertaining and providing educational information so as to impress the audience and be inspired by the show. This feature aims to entertain and

educate through the exploration of human interest elements. The writer as Director will be actively involved in the pre-production, production, and post-production processes. It takes totality in the implementation from the creation of an idea until the program is feasible or ready to be broadcast. The author maximizes the characteristics of radio by using three radio elements, namely voice, music, and sound effects.

The idea of creating this work first emerged through the author's discussion with the team regarding an article issued by the Ministry of Finance and the Ministry of PUPR which said that millennials would find it difficult to buy a house. After discussing with the team, it was concluded that the reason why millennials find it difficult to have their own home is the consumptive lifestyle they have. After finding the main problem, the author and the team again discussed the solution to the problem. After conducting research through the media, news, books and other sources, the author and team agreed to discuss the minimalism lifestyle as a way to overcome the consumerism lifestyle.

Armed with the references that the author gets from various works, the author as a director decided to create a program with one topic that discusses how this lifestyle is viewed in society, how the minimalism lifestyle affects the financial and psychological health of a person, to how this lifestyle is created.

Based on this description, the author produced this Feature radio program with the aim of creating a Feature radio program entitled "P.O.V." episode "Minimal-is-me" using the director's strategy to bring the Theater of Mind to life through sound, music, and sound effects which will support the setting of the place and atmosphere in the story so that the message you want to convey can be conveyed properly.

## **RESEARCH METHODS**

### **1. Pre Production**

The pre-production stage is that the author determines the production team for this final project, the author and the team to determine the topic and title of the program to be produced. After the topic has been determined, the author and the team conduct secondary research through books, Youtube videos, movies, series, podcasts, and radio websites from various sources. In addition, the author also conducts primary research with the team by visiting speakers who are in accordance with the topic to be discussed. After all the material is collected, the author as the director along with the scriptwriter develops the idea into a synopsis after which the synopsis is developed into a treatment and the script to be produced.

In the planning it is determined that the characteristics of the program will be used sub format fragments (mini drama) one of them. Then the author proposes to hold a Reading with the Announcer. This was approved by the producer. The writer and announcer did a two-day reading at one of the cafes in Yogyakarta.

### **2. Production**

This stage is a very important process in the stage of creation of production works. The director is confirmed to have prepared the things needed such as technical equipment, treatment and full script. The director can also communicate with the producer regarding the licensing of the location and the source who will be the performer. The director must be responsive and sensitive to what is happening on the recording location, in order to maximize the content and technicalities in the execution of the recording.

The recording of the Announcer was done at the Mawar Asri Hotel Yogyakarta. The recording process is carried out within 4 hours with the result of 110 audio files. This many and time-consuming recording process is because the author wants to produce the best audio and there are obstacles, namely the Reading process which is quite short,

making the Announcer still make some small mistakes in the recording but can be solved with quite good results.

Interviewees are recorded separately according to the schedule and location of the resource person. The first recording was done in Yogyakarta, the first speaker, Romo Bram. Followed by the recording of an economist (sister Lolita Setiawati), minimalist (Kak Wiranti), and finally a psychologist (kak Chania Mutia). Which is in Jakarta. However, in practice these three recordings are carried out online through the Zoom Meeting platform. Due to the increase in Covid-19 cases at that time.

The narrator recording was done Online through the Whatsapp platform. The recording is done at night using a Microphone that is connected to the narrator's laptop and recorded independently. The recording process is carried out for 1 hour with the result of 20 files.

### 3. Post Production

The post-production stage is the last stage of the creation of the production work, the director selects the results of the production that have been taken before, this process must be carried out carefully in order to minimize the lack of audio stock and reduce the recording. In addition, the director supervises the editing process so that the results obtained can be maximized.

Offline Editing Stage is the merging stage of audio files that have been produced before. During this process, the writer as the director had discussions with the producers to choose the right audio to get maximum results. Next is the Online Editing stage, where the audio files that have been combined will be given effects to improve sound quality and include supporting audio such as ambience, music, and sound effects to maximize Theater of Mind. because the desired file is surround format 5.1 editing process It takes a little longer due to the addition of supporting elements that are manipulated in such a way as to produce a real-sounding atmosphere.

## RESULTS AND DISCUSSION

Feature radio P.O.V. is a 20-minute radio program that is planned to be aired every Saturday at 15.00 WIB. This radio feature is different from other radio features because of the mini drama that the Announcer performs during the event. In the episode Minimal-is-me mini drama (fragment) is set in a café. Their casual chatter brings the listener along to explore the story.

Sequence one on the Feature of this radio begins with the Announcer recounting his complaints about the lack of income to fulfill the wish. As well as describing the existence of a sandwich generation where an Announcer must support himself and meet the demands of the family. Other announcers have a different fate because they have adopted a minimalism lifestyle. The story takes the listener to enter the first Sequence, which is the introduction of the Announcers, and greets the bestie "P.O.V." (listener's call) after that the discussion begins with the narrator explaining what the lifestyle of minimalism is. Then followed by a fragment describing the Announcer's reaction after hearing the explanation of the minimalism lifestyle.

Sequence two illustrates the Announcer's interest in hearing a deeper lifestyle of minimalism. There is a statement from Father Bram about how minimalism affects the principle of one's faith. After that, the Announcer discussed the reasons why the minimalism lifestyle needs to be implemented by society. This discussion was reinforced by a statement from Lolita Setiawati, an economist about the influence of a minimalism lifestyle on a financial mindset that can reduce a person's stress level due to current inflation.

The third sequence, connecting from the statement of an economist who said a minimalism lifestyle makes a person able to reduce the level of stress he experiences, therefore here there is a fragment whose purpose is as bridging to the interview of a psychologist, namely Chania Mutia. This interview with the psychologist will be presented directly by the narrator. With two questions that essentially explain the influence of the minimalism lifestyle on mindfulness or awareness in thinking. After an interview with a psychologist, the story continues about the Announcer who ends up being interested in the lifestyle of minimalism and bridging the interview of a minimalism, namely kak wiranti who will tell his experience of implementing a lifestyle of minimalism.

The fourth sequence is the conclusion of the story. After listening to the explanations of experts, Announcer finally became more convinced to adopt a minimalist lifestyle. In this segment, Announcer also invites listeners to adopt a minimalist lifestyle. Not only that, the Announcer here tells listeners one of the magic spells to make it easier to implement a minimalism lifestyle, namely "Minimal-is-me" according to the chosen title. The segment closes with a conclusion presented by the Announcer.

The limited radio / voice media is not an obstacle but an advantage that the author has to be able to explore the audience's listening space by maximizing radio elements, namely voice, music and sound effects. So that listeners can be interested in following the event until it is over. This is in accordance with the question of Ius and Triartanto (2010) that the elements that are the attraction of a program are music, words, and sound effects or sound effects.

The use of good radio elements and the presentation of unique and interesting shows became the author's strategy in building a listener's Theater of Mind. The following is a discussion of how the author built the Theater of Mind using radio elements of words (voices), music, and sound effects:

### **1. Words or Voice**

In the creation of this production work the author uses the theory of the vocal technique of Hoyyima Khoiri (2010: 47-48) which says that:

Various vocal techniques are: (1) intonation: tone of voice, rhythm of speech or tone in pronouncing words; (2) accentuation: or accent, dialeg. Stress the words that matter; (3) speed: don't talk too fast; (4) articulation: clarity of pronunciation of words; and (5) inflection: a change in the tone of the sentence.

Intonation serves as a conveyer of meaning, an emphasis on certain words that can create impressions and attract attention. Intonation is divided into three types, namely in dynamic pressure, tone pressure, and tempo pressure. The dynamic pressure in intonation is the softness of the tone when spoken on any word that has come out of the mouth. Pitch pressure in intonation is the high and low in a tone in a sentence. This tempo pressure is a pronunciation that is slowed down or accelerated intentionally. This tempo pressure itself is used to emphasize the meaning and speech of the mouth.

Accentuation is the exertion of sound pressure on a syllable or word, weighting, emphasis. Articulation is the clarity of the Announcer in the pronunciation of words. Inflection is a process of adding inflectional morpheme (Modification of the word form so that the word form matches the syntactic system of the language) to a word that contains grammatical indications such as number, person, gender, tenses, or aspects.

### **2. Music**

The author uses the music in this work to build the listener's Theater of Mind. The author uses various types of music including opening music, transition music, background music and closing music. The opening music marks the event's beginning. This music should be made as interesting as possible. The author uses the glitch element as an element to attract the listener's attention and make audio edits with stereo output to make the sound seem more interesting. Transition Music serves as a distraction or combiner between one scene and another. The author uses the same element as the intro music, namely the glitch sound, to attract the listener's attention.

Use background music to animate and color the atmosphere. The author must select music that corresponds to the material presented. Because the use of music in this program plays an important role. Just like Pink Zebra's Chasing the Sunshine music is the opening music in this program. In this music is tucked away a message that the Announcer conveys during a chat in the afternoon. Furthermore, the music from Pink Zebra's Larger Than Life in segment two, the selection of the song depicts the Announcer who is starting to learn new knowledge about the minimalist lifestyle. Pink Zebra's It's Good to Be Alive in segment three, this music comes when the Announcer already knows the minimalist lifestyle and then wants to start trying it. Tim McMorris' Your Moment to Shine music in the fourth segment depicts an Announcer who has learned and is ready to live a minimalist lifestyle.

In addition, the author includes loop music in the material given. Loop music helps the listener to be able to remember the message conveyed. Through the music, the tone of voice sounds like a certain rhythmic arrangement which is expected to help overcome boredom and reduce the noise around. The author also uses Extro music as the closing music, which gives the listener the impression that this show is over. The author uses the glitch element as an element to grab the listener's attention to keep the listener following this show. In this case, the author also makes audio edits so that the sound that comes out sounds stereo so that it seems more interesting.

### **3. Sound effect**

In the work of the Radio Feature Program "P.O.V." This minimal-is-me episode uses sound effects derived from foley sounds, namely sounds recorded during post-production and studio libraries, which are collections of sound effects that the author bought through the Envato element website.

The author uses sound effects as markers of location, time and atmosphere. As a location marker the author uses a recording of the atmosphere of the café that the author recorded himself. The footage uses two cellphones stored in opposite directions. The goal is to produce a stereo sound where later the listener can feel the real situation in that location. In addition, there is also the sound of slurping (drinking using a straw) and glass when stored on the table in the initial segment of its function to emphasize the intended location in this work.

To indicate the time and atmosphere the author uses the sound effects of bird sounds, lightning sounds, and rain coming from the studio library. The placement of this sound effect is in all segments. Signifying the atmosphere of the afternoon that will rain.. The harbingers of rainfall are low-flying birds (the sound of birds is clearly audible) as well as the sound of lightning occasionally grabbing. The intensity of the appearance of this sound effect increases as the segment progresses. The sound effect of rain in this work is aimed at ending the event.

## **CONCLUSION**

Feature radio is an excellent program to provide information to listeners because it can be packed with several sub-formats so that the work can be more interesting to listen to. In the Feature program, there are some surprises for the listener because the listener can't guess what will happen next. Featured radio "P.O.V". The episode "Minimal-is-me" discusses the lifestyle of minimalism in society through real cases contained in fragments as well as problem solving through various aspects such as psychology, economics, and how minimalism is beneficial to a person's life.

This production work is created according to the ideas and ideas that the author built. The focus focus on building the listener's Theater of Mind through radio elements namely Voice, music, and sound effects that were planned in advance went according to

the author's expectations. P.O.V. radio feature works of Minimal-is-me episodes can be listened to via Spotify with the keyword Feature radio Minimalism.

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