



Management Production of The Film "Joko Songo" by Bakar Production

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Abstrak

Kata kunci:

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film Joko Songo.

Industri film nasional terus berkembang, salah satunya melalui film Joko Songo karya Bakar Production. Film ini penting karena mengangkat kearifan lokal dan sejarah pahlawan Karanganyar dengan tetap menjaga keaslian nilainya. Studi terhadap film ini menjadi krusial untuk melihat bagaimana strategi manajemen yang efektif mampu menghasilkan karya berkualitas meski dengan sumber daya yang terbatas. Tujuan utama penelitian ini adalah untuk menganalisis manajemen produksi film Joko Songo secara komprehensif, meliputi perencanaan, pengorganisasian, pengelolaan anggaran dan waktu, serta mengidentifikasi tantangan dan strategi penyelesaian yang diterapkan. Penelitian ini menggunakan pendekatan kualitatif dengan desain studi kasus. Data dikumpulkan melalui wawancara mendalam dengan tim produksi (produser, sutradara, kepala departemen), observasi langsung di lokasi, serta studi dokumentasi (rencana anggaran dan jadwal produksi). Analisis data dilakukan dengan teknik tematik untuk mengidentifikasi pola dan faktor penentu keberhasilan. Hasil penelitian menunjukkan bahwa manajemen produksi film didasarkan pada prinsip realisme daripada idealisme buta, di mana kreativitas harus menyesuaikan dengan anggaran yang tersedia ("memaksimalkan apa yang kita punya"). Secara keseluruhan, penelitian ini menyimpulkan bahwa Bakar Production berhasil menjalankan manajemen produksi yang terstruktur dan profesional dengan fokus pada efisiensi biaya dan waktu, kekompakan tim, dan adaptasi kreatif untuk menjembatani keterbatasan sumber daya dalam menghasilkan karya berkualitas tinggi yang sarat nilai budaya.

Abstract

Keywords:

Management,
Indonesian
Film, Film
Industry, Joko
Songo Film.

The national film industry continues to grow, one example being Bakar Production's film, Joko Songo. This film is significant because it highlights local wisdom and the history of Karanganyar heroes while maintaining their authenticity. Studying this film is crucial to understand how effective management strategies can produce quality work even with limited resources. The main objective of this study is to analyze the production management of the film Joko Songo

comprehensively, including planning, organization, budget and time management, and identify challenges and implemented solution strategies. This research uses a qualitative approach with a case study design. Data were collected through in-depth interviews with the production team (producer, director, department heads), direct observation on location, and documentation studies (budget plan and production schedule). Data analysis was conducted using thematic techniques to identify patterns and determinants of success. The results show that the film production management is based on the principle of realism rather than blind idealism, where creativity must adapt to the available budget ("maximizing what we have"). Overall, this study concludes that Bakar Production has successfully implemented structured and professional production management with a focus on cost and time efficiency, team cohesion, and creative adaptation to bridge resource limitations in producing high-quality works that are rich in cultural values.

INTRODUCTION

The Indonesian film industry continues to show rapid development, with the birth of various works that highlight local themes and the nation's cultural wisdom. One of the latest films that has great potential to have a positive impact on the national culture and film industry is *Joko Songo*, produced by Bakar Production. This film serves not only as entertainment but also explores social and cultural values relevant to the lives of Indonesian society. In realizing this goal, film production management is a crucial factor in determining *Joko Songo*'s success in the market and in building the image of quality Indonesian cinema. (Viore Syahputri et al., 2023)

Film production management is a complex process that involves coordinating various essential elements to produce a quality film. This process includes managing the budget, time, human resources, and technology used in each stage of production. (Izdihar Hasri et al., 2023) Budget management is crucial because every film project has limited funds that must be managed carefully to avoid waste, while ensuring that all technical and creative aspects can be met according to established standards. In addition, time management is also very vital, considering that each stage of film production from pre-production, production, to post-production has a tight deadline to ensure the smooth running and success of the project as a whole. (Utterback, 2015)

The production of *Joko Songo*'s films faced significant challenges in realizing their vision, including budgeting, scheduling, and team coordination. Therefore, it is crucial to understand how production management is implemented to ensure both commercial and

quality success. Studying Joko Songo's film production management is crucial not only to understand the processes involved in producing a quality film, but also to broaden our understanding of the challenges and opportunities within the Indonesian film industry.

Furthermore, the production management of Joko Songo is worthy of study because it was produced by an independent production house, Bakar Production, which works with limited resources yet manages to produce a work with strong cultural values. This condition makes Joko Songo an important example of how effective production management strategies can bridge budget limitations while still producing quality work. Thus, this research is expected to contribute to enriching the understanding of production management practices in the independent production house environment, outside the dominance of the large-scale film industry.

This research is also worthy of consideration because Joko Songo's film addresses the theme of local wisdom, which requires specialized management, both in terms of cultural research and creative coordination. Unlike modern urban films, which are relatively easier to manage, culture-based films require a more careful production approach to maintain the authenticity of local values. (Mahardiansyah Suhadi, 2024)

The urgency of this research lies in the need to better understand how structured and professional production management can contribute to creating films that not only capture audience attention but also meet the challenges of an increasingly competitive market. Therefore, this research will make a significant contribution to the development of the Indonesian film industry, both in terms of production management theory and practice.

The main objective of this study is to analyze the production management of the film Joko Songo by Bakar Production in various aspects including planning, organizing, time management, production scheduling, and film editing. In addition, this study also aims to identify the challenges faced by the production team in realizing this film, as well as how the strategies implemented can overcome these problems such as, analyzing the production planning carried out by Bakar Production in making the film Joko Songo, assessing how the organization and coordination between departments in film production contribute to the efficiency and effectiveness of the film making process, identifying the challenges faced in making the film Joko Songo. songo.

To achieve the research objectives, several problem-solving steps will be carried out through a qualitative analysis approach involving a case study on the production of the film Joko Songo. Data will be collected through in-depth interviews with the production team, direct observation of the film production process, and documentation studies covering

budget planning, production schedules, and post-production (Dedy Mulyana, 2008). In addition, an analysis of the factors influencing the success of this film's production management will also be conducted to provide a clearer picture of the factors that play a role in the success of *Joko Songo*.

Compared to previous research, this study differs in that it focuses not only on directorial communication but also on the entire production management process, from pre-production to post-production. This research provides a comprehensive overview of how independent film management operates within a local cultural context, something rarely explored in academic literature on Indonesian film.

Several previous studies have shown that film production management is a crucial aspect in creating a successful film, both artistically and commercially. According to Amara in his journal, "Director Communication Style in the Making of *Joko Songo Di Bakar Production*," effective management at every stage of production, including budget planning, location selection, and coordination between the production team, can improve the overall quality of a film. (Amara & Riyanto, 2024)

In contrast to this research, which focuses on the overall management of film production, from pre-production to postproduction, which includes the stages of planning, implementation, supervision, and control of resources during the production process of the film *Joko Songo*. The purpose of this research is not only to understand the communication style of certain individuals, but to examine how the production management of the film "*Joko Songo*" is implemented by Bakar Production as an independent production house with limited resources.

Another study, "Production Management Strategy in the Short Film *Niskala*," also emphasizes the importance of effective human resource management in film production to avoid conflicts or obstacles that could disrupt the smooth production process. Its primary focus is on how effective task management and division strategies can prevent internal conflict, maintain team harmony, and ensure a smooth short film production process. Thus, this study focuses more on aspects of working relationships and team coordination within the scope of short film production on a relatively small scale. (Viore Syahputri et al., 2023)

Meanwhile, research on the production management of Bakar Production's film *Joko Songo* has a broader and more in-depth focus. This research not only discusses human resource management, but also covers the planning, organization, implementation, and supervision of the overall production. Furthermore, *Joko Songo* was produced by an independent production house with limited resources, yet still managed to produce a work

rich in cultural values and social messages. Therefore, this research provides a new perspective on production management strategies in independent films with cultural nuances, beyond just technical production or team management alone.

Another study, entitled "Film: Da'wah Method Opportunities," aims to formulate the ideal elements and requirements for a film to effectively convey messages of faith, morality, and sharia, thus being analytical-normative (what should be present). Conversely, the study on "Joko Songo Film Production Management" is descriptive-managerial, aiming to analyze how independent production houses practically manage resources, time, and teams throughout the production stages of films with local wisdom themes. It examines challenges encountered in the field rather than formulating message criteria.

While their primary focuses differ, both studies share significant similarities in positioning film as an object of study with value beyond mere entertainment. In both the context of da'wah films and local historical films, both documents agree that film is a powerful and effective mass communication medium. Both documents recognize the visual and audiovisual potential of film to convey profound messages and values to a broad audience, whether religious messages requiring Sharia compliance or local cultural and historical values requiring careful production management (Owie, 2023).

Furthermore, one study, entitled "Implementation of Islamic Communication Ethics in the Da'wah Bil Lisan program on KPI TV UINFAS Bengkulu," differs primarily in the object, medium, and focus of the da'wah methodology. The first study focused on da'wah billisan, which is oral communication conducted virtually through the social media platform YouTube (KPI TV UINFAS Bengkulu). Its focus was a content analysis of the Islamic communication ethics (qaulan) used by da'i in conveying messages. In contrast, this study focused on da'wah bilhal, which is da'wah through actions or deeds, with the object of the study being a film program. The second study focused more on the program management aspects (planning, organization, implementation, and supervision) carried out by the film production institution, rather than on an analysis of the ethics of verbal communication.

Both studies share fundamental similarities in their fields of study and substantial objectives: examining the implementation and management of Islamic da'wah through modern mass media. Both studies are based in the Islamic Communication and Broadcasting Study Program (KPI) and employ a qualitative approach to deeply explore practices in the field. The core of both studies is how broadcasting institutions, both digital television (YouTube) and radio, manage and present effective da'wah content, although the delivery

methods (media and methods) and analytical focus differ (one focuses on verbal ethics, the other on program management) (Arifin & Kusuma, 2024)

Furthermore, Hermawan, in their study on "Production and Distribution Management in the Film Half a Day Less Than a Little," demonstrated that a sound marketing strategy plays a crucial role in a film's success in both domestic and international markets. Targeted marketing can help a film reach a wider audience, whether through social media, mass media, or partnerships with digital platforms. (Hermawan et al., 2024)

In contrast, research on the production management of Bakar Production's film *Joko Songo* focuses on the internal production management process, from the planning, organizing, implementing, and supervising stages of filmmaking. The focus of this research is not on film distribution or promotion, but rather on how effective production management can be implemented in independent production houses that have limited resources, but are still able to produce high-quality works with high cultural value.

Furthermore, the study "Management Model for Production of Short Films about Old Age Stories" demonstrates several differences, particularly in the focus of the object and methodology used in conducting the study. While this research seeks to purify historical facts from myths and colonial misinterpretations, the study of *Joko Songo*'s film seeks to document the team's work efficiency and collaboration in visualizing that history into a quality audio-visual work (Haren & Yogyakarta, 2020).

This research aims to provide a more comprehensive understanding of how effective production management can be a determining factor in the success of *Joko Songo* and other Indonesian films. Good production management encompasses budget management, time management, and cross-departmental coordination, from cinematography, acting, production design, to distribution. By examining the various challenges that arise during the production process and the strategies implemented by Bakar Production to address them, this research aims to provide insight into the important role of structured management in the technical and artistic quality of films. Furthermore, the results of this research are expected to contribute to the development of film production management practices in Indonesia and serve as a reference for independent production houses in creating valuable and highly competitive works.

METHOD

This research uses a qualitative approach with a case study design to analyze the production management of the film *Joko Songo* by Bakar Production . The qualitative approach was chosen because this research aims to gain an in-depth understanding of various aspects of film production management, from planning and organization to quality control at every stage of production. In this case, a case study design is used to focus on one specific film, namely *Joko Songo* , to identify the factors that contributed to the success or challenges faced during the film's production process. (Sugiyono, 2022)

To obtain comprehensive information, researchers conducted in-depth interviews with various parties directly involved in the film's production. These interviews included the producer, director, department heads, and several other members of the production team. The producer was interviewed to gain insight into the overall project management, including budget planning, team selection, and strategic decisions. The director was also interviewed to understand the creative vision the film envisioned, as well as the challenges faced in directing and managing the creative team. Department heads, such as cinematography, production design, and costume design, provided in-depth information regarding resource management and quality control within their respective technical areas. Furthermore, interviews with several other members of the production team, such as assistant directors and technicians, also provided perspective on team dynamics and the challenges they faced in carrying out their duties. (Samsu, 2017)

In addition to interviews, this study also collected secondary data through documentary studies. The documentation collected included a production budget plan outlining the management of funds for various departments and production activities, as well as a production schedule that provides an overview of how time was allocated across the various stages of film production. The researcher also collected post-production reports to analyze how quality control was carried out during the film's editing and finalization stages. These reports provide information regarding the production team's evaluation after the project's completion and help identify any issues that may have arisen during the production process. (Sugiyono, 2022)

Songo film production to observe the dynamics that occurred in the field. These observations provided insight into the interactions between the production team, resource management, and the application of technology in the filmmaking process. Direct observations allowed researchers to see firsthand how decisions were made in dynamic situations and how technical and non-technical problems were resolved efficiently and

creatively. Furthermore, these observations also revealed how each team member collaborated to complete their tasks and how location and equipment management took place throughout the production process. (Yusuf, 2017)

After the data was collected, the researcher used thematic analysis techniques to analyze the information obtained. This analysis process began with data categorization, where information from interviews, documentation studies, and observations was grouped into relevant categories or themes, such as budget management, team coordination, time management, production challenges, and problem-solving strategies. After the data was categorized, the researcher then looked for patterns or similarities that emerged from various data sources. These patterns helped the researcher identify factors that influence the success or failure of production management. Next, the researcher interpreted the data to gain a deeper understanding of how production management contributed to the success of the film *Joko Songo*, as well as how the challenges that emerged could be overcome with appropriate managerial strategies. (Samsu, 2017)

Through this qualitative approach, the study aims to provide a comprehensive and holistic overview of the production management of the film *Joko Songo*. The results are expected to provide deeper insight into how effective production management can improve film quality, both technically and artistically, and make a positive contribution to the development of the Indonesian film industry.

FINDING AND DISCUSSION

At this stage of production planning, various crucial aspects need to be carefully considered to ensure that the film's themes, particularly the local wisdom in "*Joko Songo*," are conveyed effectively and authentically. This pre-production stage begins with determining the story idea and narrative vision, followed by in-depth research (including data research, oral history, and cultural literacy) to develop an accurate yet dramatic scenario. After research, the team continues with the script writing process, which is carried out by the core team, followed by a script review to finalize the story details. In parallel, the managerial team focuses on logistical and visual preparations, including location scouting, scouting, strict actor selection (casting) and approaching historical figures physically, sociologically, and ideologically, preparing appropriate sets or filming locations, and preparing the technical equipment to be used, while maximizing the use of available tools (Rusdiana, 2025)

"A combination of three elements: history, traditional arts, and the need for digital content production. This project benefits both parties, both in terms of production and

production. house and the Karanganyar Regency government. Reviving the story of Joko Songo , which is usually only performed theatrically during independence commemorations, has now been transformed into a film/digital format" (Mustanto, 2025)

The initial idea and background for the production of the film "Joko Songo " is the result of a synergistic combination of three main elements: local history, traditional arts, and the need for digital content production. The concept of this project is rooted in the desire to revive the story of Joko Songo , which was previously only performed theatrically during the commemoration of independence, now transformed into a film or digital format. This project is seen as a mutually beneficial strategy. Bakar Production as the production House was able to explore the potential and transform their traditional stage skills into a modern format, while the Karanganyar Regency Government successfully showcased the history of their local heroes as an alternative means of education and communication to the wider community. Thus, this film serves as a bridge to preserve cultural heritage through technological adaptation.

PRE-PRODUCTION

Production planning is a fundamental phase that serves as an operational blueprint in the film industry. This stage not only determines the strategic direction of the project but also serves as a tool for controlling resource efficiency and risk mitigation. The holistic success of a film depends heavily on the rigor of its initial planning, where every technical and managerial decision directly impacts the aesthetic quality and financial sustainability of the entire project (Berbasis et al., 2023).

This stage is very vital because it serves to translate creative vision into a structured operational work plan. Considering its important role in managing budget, time, and resources, this study will critically and in-depth analyze the production planning process executed by Bakar Production in working on the film "Joko Songo ", in order to understand the contribution of early management to achieving project goals.

Songo film production process It was carried out within 2 months, starting from the pre- production stage to post-production. During the pre- production stage, each technician made a list of the requirements for making the film " Joko" songo ".

"for Joko's film "This songo took approximately two months from preparation to editing, filming directly at a predetermined location. This strategy cut operational costs (crew, electricity, and utilities) by half." (Mustanto, 2025)

Table 1. Timeline of Joko Songo Film Production

Pre-Production	Production	Post Production
Idea Determination	Shooting	Editing
Script Development		
Crew Formation		
Art Director, Editor		
Job Description Division		
Talent Selection		
Tool Selection		

In stages pre-production director convey and shape team For smoothness manufacturing the film "Joko" songo "this .

"The team conducted research on historical data and existing sources, then compiled it into a scenario. The script wasn't structured exactly like a history book (letter-lock), but rather spiced up with dramatic elements to make it more engaging. The script was written by a team consisting of Mas Mus, Mas Pangga, and Mas Bodot. There was a clear division of divisions (for example, the scheduling division in the assistant director department). The selection of the main actors (talent) was carried out strictly. Actors had to approach the historical figures they were playing physically, sociologically, and ideologically. The key to successful coordination between departments was thorough preparation well in advance of production." (Mustanto, 2025)

Table 2. Formation of a Special Team

Executive Producer	Drs. H. Juliatmono
Producer	Tatak Prihantoro
Line Producer	Retno Utami
Director	Dwi Mustanto
Story Writer	PanggahRudhita , Budi Bodhot Riyanto, Dwi Mustanto
Screenplay	Alie Yafie Muzaki
Location manager	Zanudhimas Safrudin
Main Talent Coordinator	Titrah AW
Talent Coordinator	Lisa Pusvita Sari, Ahmad Arsat Anwar

The production planning for the film "Joko Songo " is inherently more complex because it carries the theme of local wisdom and raises the history of the Karanganyar region's heroes who are not widely known. This narrative choice makes the planning stage crucial, demanding special management, especially in terms of cultural research and creative coordination. Bakar Production, which has its roots in the traditional arts community (ketoprak), must ensure that this project is not only a medium for historical education but can also maintain the authenticity of local values, including the strong

nuances of "Javanese Islam" in the narrative of the struggle. To achieve this, research management is carried out by a special team involving several people with a Historical Fiction approach to spice up the historical story with elements of drama to make it more interesting and communicative(Nurgiyantoro, 2018).

"The selection of the main actors (talent) was carried out rigorously. The actors had to physically, sociologically, and ideologically approximate the historical figures they were portraying."

Establishing a solid production department requires a strategic approach that integrates human resource management with the creative dynamics of the field. The success of a film production depends heavily on precise job descriptions, collective motivation, and transformative leadership from both the producer and director(Puspasari et al., 2024).

The organizational and coordination stages of the production of "Joko Songo " displayed unique dynamics, especially because Bakar Production was built from a traditional arts community (ketoprak) that transformed into a digital format. The team's organization was implemented with clear divisions, including a scheduling division under the assistant director's department. The key to success was coordination between departments, from the Director to the Director. of Production Design (DoP) is a thorough preparation process well in advance of the start of production. Production Design serves as a "blueprint." Without a clear design, filming can be as chaotic as a "ship without a captain ."

Figure 1. Location survey for the film Joko songo



Challenge the biggest in organizing team is management talent (player).To overcome these obstacles, the production team implemented a compromise strategy. This step was carried out by renegotiating between human resources and budget realities, without sacrificing the narrative essence of the film. This structured

compromise approach allowed the team to still achieve the desired visual quality standards through technical efficiency and a strict scale of priorities at each stage of production (Dengan et al., 2021). Filming attempted on the day work (Monday–Friday), where the schedule artists tend to perform more empty, while weekends are avoided.

Beside constraint schedule, factors supporters The largest Bakar Production is compactness a team (solid team) that is considered more crucial than funds or equipment. In addition, the environment of the shooting location provided extraordinary support. The local residents were very supportive and automatically conducive (calm) moment see the shooting process, so that minimize disturbance without need Lots instructions. Solidity team and support environment This become support main success coordination in the field.

PRODUCTION

Bakar Production's budget and time management is based on the principle of realism rather than blind idealism. Creativity and artistic vision must be aligned with the available budget, or in other words, "maximizing what we have" (Aisy & Setiawan, 2024). This principle is clearly evident in the production efficiency strategies they employ. Bakar Production implements strategies to significantly reduce operational costs and production time.

In the pre-production management of the film *Joko Songo*, the Bakar Production team made a strategic decision not to utilize storyboards (often also called photoboards in some production contexts) as the main visual guide. Instead of designing each scene in detailed visual sketches, the Director chose a more flexible and adaptive approach, namely by directly determining and shooting on location. This decision was based on the realistic rather than blindly idealistic principle adopted by Bakar Production, where creativity must be maximized with the available resources and time. In addition, this approach allowed the team to utilize environmental support and crucial creative improvisation when facing field challenges, such as weather constraints or limited total shooting time. Nevertheless, the role of Production Design remains crucial to prevent operational chaos in the field, even without a detailed visual storyboard.

"The importance of being realistic rather than blindly idealistic. Creativity must be tailored to the available budget ("maximizing what we have"). The use of digital cameras was chosen because they are more efficient and affordable than celluloid film cameras, especially for retake needs and ease of post-production." (Muzaki, 2025)

Figure 2. Process for the film Joko Songo (Researcher Documentation)

By maximizing the use of existing equipment, the choice to use digital cameras over celluloid film was also driven by efficiency and cost considerations, as it was cheaper and simplified the retake and post-production processes.

"The weather (rain/hot) and limited equipment presented challenges. The solution was to improvise on location (e.g., changing a daytime scene to evening/dark if time ran out) without compromising the essence of the story." (Prihantoro, 2025)

Field management in the production of "Joko Songo " demonstrates realistic principles rather than blind idealism, where creativity must adapt to the available budget and constraints (Rusdiana, 2025) . The production team faced significant challenges, including weather factors (rain/heat) and limited production time. The solution to these field constraints was on-location improvisation. An example of the implementation of improvisation is when filming time runs out, the team can change the daytime scene to evening or dark. This strategy is crucial because it allows the production process to continue without sacrificing the essence of the story. The main key behind managing these challenges and effective improvisation is not money or equipment, but rather team cohesion and solidity, a major supporting factor that enables Bakar Production to overcome existing resource limitations. In addition, support from the community in Matesih Karanganyar and the Sangiran Museum Sragen, which are filming locations, also played a supporting factor because the residents were automatically supportive and conducive during the filming process (Puspasari et al., 2024) .

POST-PRODUCTION

The post-production stage is the final stage in the film-making process, after which editing will be carried out.

"The editor must understand the script and discuss it with the director to maintain the emotional tone of the story. Cutting is done to maintain the rhythm, not just to cut. The color palette is chosen based on the audience's psychology (e.g., yellow for happiness, blue for sadness, red for tension). Music and sound are also crucial to creating an ambience that supports the setting (e.g., a rural setting)" (Personal Communication: TatakPrihantoro).

Quality Control (Quality Control) Control) in the post-production stage is a critical phase to ensure that the final result of the film "Joko Songo " meets the established aesthetic and accuracy standards. Based on the data collected, this process focuses on collecting post-production reports to analyze how quality control was implemented during the editing and finalization stages of the film. This report is an important instrument to identify potential problems that may arise or have been detected during the production process (Utterback, 2015) .

In structure team formed at the stage pre-production , the role of the Editor is already in a way clear formed as part from team , together with the Art Director. Decision to use digital camera during production greatly simplifies the post-production and editing processes . The use of digital cameras are considered more efficient and cheap , especially For retake needs .

CONCLUSION

Bakar Production 's production management of "Joko Songo " demonstrates a model that focuses on realism, efficiency, and maximizing limited resources, which are hallmarks of independent production houses. The film has particular urgency because it addresses themes of local wisdom, the history of Karanganyar regional heroes, and cultural values, which demand a careful production approach.

pre -production stage is crucial. Research management is carried out by a dedicated team to ensure the authenticity of local values, particularly the nuances of "Javanese Islam," by adapting the historical story into a drama format (Historical). Fiction) to make it more interesting. A clear division of divisions was implemented, including a scheduling division under the assistant director. The key to successful coordination is thorough preparation well in advance of production. Talent Management, The biggest challenge was adjusting the schedule to the availability of the main actors. The solution was a compromise strategy by adjusting the production team's schedule with the actors, trying to shoot on weekdays

(Monday–Friday). Team cohesion (solid team), environmental support from Matesih Village, Karanganyar, and the location of the Sangiran Museum in Sragen were considered the biggest supporting factors, more crucial than funds or equipment.

The team chose not to use storyboards as the primary visual guide, instead choosing and shooting directly on location . This was based on the principle of flexibility that allows for improvisation and adaptation to field constraints. However, Production Design still served as a roadmap to prevent chaos. The team maximized the tools available. Digital cameras were chosen because they were more efficient and affordable than celluloid film, and also because they simplified the retake and post-production processes. Challenges such as weather and time constraints were overcome through on-location improvisation, such as changing daytime scenes to evening or dark scenes without compromising the essence of the story.

Post-production focuses on quality control, supported by the use of digital cameras. The editor must understand the script and consult with the director to maintain the emotional tone of the story. Color selection is based on audience psychology (e.g., yellow for happiness, blue for sadness). Music and sound are considered crucial for creating an ambiance that complements the setting, such as a rural setting.

Overall, this study concludes that Bakar Production has successfully implemented structured and professional production management with strategies that focus on cost and time efficiency, team cohesion, and creative adaptation to bridge resource limitations in producing high-quality works that are rich in cultural values.

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