

Title : **Customs Directorate's Video Explainer Visual Storytelling as a Medium to Express Policy Programs towards Investors**

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ABSTRACT

The Directorate General of Customs is an institution of the Indonesian government that serves the public as regards customs. A combination of factors have held back investors from investing in Indonesia. The Directorate of Customs needed a concise, clear and interesting method to express their information, including investment procedures for investors and government officials. A video Explainer is an animation product in the form of a short-duration video, with the purpose of describing a product and helping to explain it. The video explains, in general terms, the product or idea that is put forward by the company or institution. In this case, The Directorate hired *Amphibi Studio*. This is because this media is audio visual, and uses a combination of picture and sounds, mixed in a certain ways. So that government officials and investors can understand investment procedures. This paper's purpose is to describe the graphical elements of visual storytelling used in the videos. This paper will also discuss a visual experiment method used by Amphibi Studio in order to convey information in a clearer and unique way that is different from previous videos. In connection with the Fourth Industrial, this video is a product of design in audio visual form that can be easily accessed through the internet due to its short duration. Investors and government officials can receive information on procedural ease in investing and the Customs' policies in a quicker manner.

Keywords: *video explainer, Bea Cukai, visual storytelling, motion graphic*

The Directorate General of Customs is Indonesian government institutions that serve the public in customs and excise. During this time investors are confused and hesitant to invest in Indonesia, due to various factors. Therefore, Customs has made a new policy regarding customs facilities and products in the form of fiscal facilities and procedural facilities. Customs requires a short, clear and interesting method to convey information, in the form of investment programs and procedures aimed at potential investors and Indonesian state officials.

Video explainer is an animated product in the form of short videos, intended to explain a product and helps to understand it more easily. This type of video is included as an educative and informative audio-visual media, broadly explaining what products or ideas are offered by a particular company or agency with sound and image elements. Video explorer itself is included as a new media (New Media), because it uses digital technology innovations and access that is facilitated by internet networks. New media includes a communication technology mediated by digital computers (Creeber, Digital Culture, 2009).

The video examined by the author is a video explainer entitled Customs Investor edition, made by Amphibi Studio which is located in Bandung. The method used by this studio to introduce the Customs program to potential investors is to use motion graphic. This method is a combination of footage from videos, photos, 2D or 3D designs, and typography that uses animation technology, combined with audio (Betancourt, 2012). The elements of image and sound contained in this video reinforce each other in their function as the delivery of messages. Customs chose a combination of motion graphic and experimental media methods to produce a unique visual approach, so that the target audience became interested and willing to listen to the contents of the video.

Amphibi studio as the appointed agency to introduce policies regarding the programs and facilities owned by the Customs and Excise Directorate, using experimental media in the form of cardboard cartons and corrugated cardboard paper for unique visual creations compared to video explainer in general. Therefore, a video explainer Customs Investor edition with a duration of approximately 5 minutes was made, which can be accessed by the internet.

This paper explain visual storytelling methods or visual narratives of messages from the Directorate General of Customs and Excise regarding new programs and policies to investors. The research material was taken in the form of a screen capture from the Customs explanation video. Submission of narration in this video is discussed by analyzing visual appearance, audio content, and the use of experimental media on it. Visual storytelling itself is a way to convey messages visually in a sequential media. The use of storytelling as a method of recording history, education, and entertainment, has been the same as human civilization itself (Caputo, Tony C. 2003).

To determine the boundaries of the problem, a qualitative research methodology was chosen by collecting data in the form of interviews, field observations to related studios,

and literature studies. Data obtained from the results of visual analysis and interviews with related studios, will be the answer to the research statement. Following are the research questions compiled from the 5W1H analysis of the video explainer Customs Investor edition.

No.	5W1H Analysis	Research Questions
1.	<i>What</i>	<ul style="list-style-type: none"> • What reasons does the directorate of customs have in creating this video? • What kind of message does the directorate of customs try to convey through this video?
2.	<i>Where</i>	<ul style="list-style-type: none"> • Where does this video from the directorate of customs can be accessed and from which media platform? • Where do the issues over customs and excise practices occurred for the investors?
3.	<i>When</i>	<ul style="list-style-type: none"> • When do the issues likely to occur for the investors?
4.	<i>Who</i>	Who are the intended audiences for the video about the introduction of the new customs policy?
5.	<i>Why</i>	<ul style="list-style-type: none"> • Why do these issues over customs and excise practices occur to the investors in Indonesia? • Why do the experimental media being chosen as a method to introduce the new program policies for the customs video?
6.	<i>How</i>	How do the department of customs and excise attempt to resolve the investment issues?

Table 1. Analysis of 5W1H Kipling video explainer Customs Investor edition.

Analysis

The research object explained on this paper is a video explainer that has audio and visual elements. From each element of image and sound has its own plot and hierarchy in delivering message content. The scene in the video is divided into several sequences where certain messages from Customs are started to be delivered. Video analysis is dissected from all visual and audio content related to the content of the message conveyed to the audience.

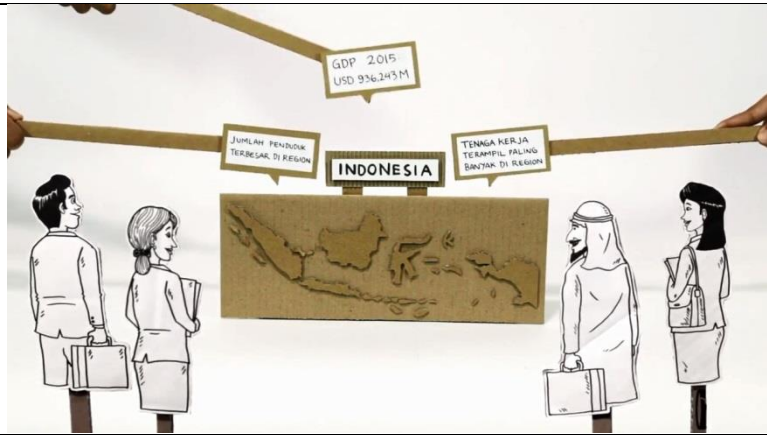
Sequence	Visual	Audio
1 Duration 00:01 to 00:10	 <p>Visual and Experimental elements: Cardboard, 3 mm yellowboard, cartoon illustration, handwritten texts.</p>	<ul style="list-style-type: none"> • <i>voice over</i>; female narrator explaining about an investment background in Indonesia and its difficulties that potential investors might be facing. • <i>Music background</i>

Table 2. Scene 1 video explainer Customs Investor edition.

The table above is an opening for the video explainer entitled BEA CUKAI - INVESTOR made by Amphibi Studio. Visual enrichment used in making this video uses experimental media, using 3 millimeter paperboard and corrugated paper. In this scene, cartons are cut and shaped like a map of Indonesia. Around the cardboard is a map, surrounded by a caption hand held by hand, bearing the potential of Indonesia, such as: 'The largest population in the region', '2015 GDP of USD 936,243 M', and 'The most skilled labor in the region ' The hand movements that hold the cardboard caption are shown to give the impression of dynamic motion. Cartoon-style illustrations used to describe prospective investors consisting of various races, according to the visual attributes.


Sequence	Visual	Audio
2 Duration 00:11 to 00:22	 <p>Visual and experimental elements: 3 mm yellowboard, cartoon illustration, speech bubble, <i>handwritten text</i></p>	<ul style="list-style-type: none"> • <i>voice over</i>; female narrator explaining about the difficulties that is faced by the potential investors in Indonesia. • <i>Music background</i>

Table 3. Sequence 2 video explainer Customs Investor edition.

In the following figure, investors are faced with problems, ranging from the stages of the procedure to open investment in Indonesia, to fiscal imposition even before the investor's business starts operating. In the frame there is a word balloon that explains the problem if you want to enter imported goods or build a factory, you will be subject to import duties and taxes. The expressions on the faces of investors were shocked by the rules of the procedure offered.

The shooting process is done in the studio, with the use of a white cloth backdrop as the background image. This is intended so that the view of the audience is more focused on the text and visuals that are on the video frame. The type of font used in text captions is freehand style. The experimental media used in this scene was a 3 millimeter thick yellowboard carton, which was cut into a map of Indonesia.


Sequence	Visual	Audio
3 Duration 00:50 to 00:58	 <p>Visual and experimental elements: <i>cardboard, 3 mm yellowboard, cartoon illustration, handwritten texts</i></p>	<ul style="list-style-type: none"> • <i>voice over; a female narrator explaining the convenience of the new policies and facilities that are provided by the directorate of customs.</i> • <i>Music background</i>

Table 4. Sequence 3 video explainer Customs Investor edition.

The table above shows the facilities provided by the Customs and Excise Directorate to investors, after going through an evaluation process. The facilities provided in accordance with the written caption are in the form of 'fiscal ease', customs facilities, and procedural facilities. The narrator explains that this facility that provided by the Directorate of Customs is intended for investors so that they are interested in opening investment in Indonesia. The experimental media in the form of using 3-millimeter cardboard and cardboard paper folded into a Customs building and a large enough size. After opening, from inside the chest issued a text effect that read 'customs facilities'. Voice over from the narrator explains the facilities and programs resulting from the evaluation meeting that support the ease of investing in Indonesia.

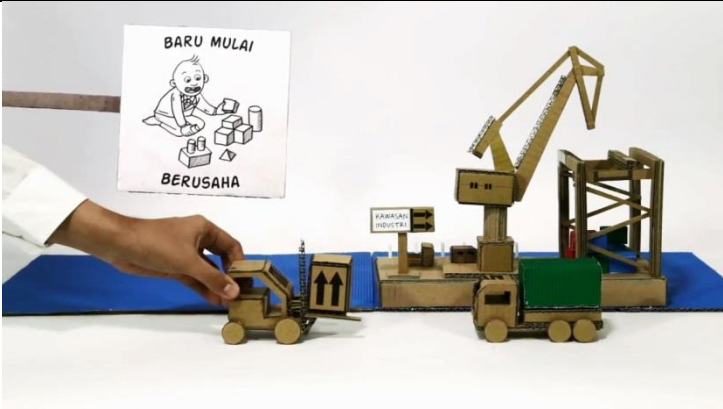
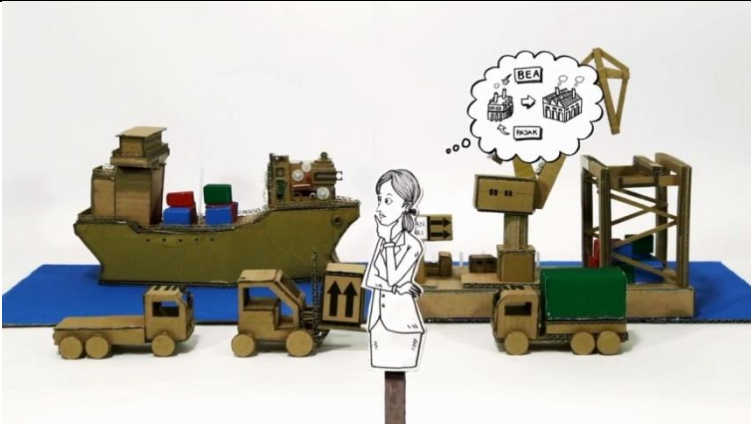
Sequence	Visual	Audio
4 Duration 01:00 to 01:08	 <p>Visual and experimental elements: <i>cardboard, 3 mm yellowboard, cartoon illustration, handwritten texts</i></p>	<ul style="list-style-type: none"> • <i>voice over</i>; female narrator explaining about the obstacles that are experienced by the potential investor in Indonesia over the import tax and import costs. • <i>Music background</i>

Table 5. Sequence 4 video explainer Customs Investor edition.

This table shows the facilities provided by Customs for new investors who will start a business. This is shown by the illustration of a playing baby, accompanied by the text 'just starting to work'. Voice over from the narrator explains the facilities provided in the form of import duty relief and import tax for potential investors.

The visual element in scene 4 consists of a cardboard card folded into a port shape, in which there are operational vehicles such as forklifts and trucks which are also made of cardboard painted in green, using poster paint media. The background of the image is white so that the audience is focused on the scene on the video.

Sequence	Visual	Audio
5 Duration 01:11 to 01:26		<ul style="list-style-type: none"> • <i>voice over</i>; female narrator explaining about the obstacles over import tax and import cost and the facilitated solution that is being offered for the potential investor in


		<p>Indonesia</p> <ul style="list-style-type: none"> • <i>Music background</i>
<p>Visual and experimental elements: <i>cardboard</i>, 3 mm <i>yellowboard</i>, cartoon illustration, handwritten texts</p>		

Table 6. Sequence 5 video explainer Customs Investor edition.

The table above shows a combination of visual elements between cardboard illustration and cardboard folds that support each other's narration in the video. The visual in the scene illustrates the conditions in the industrial area owned by an investor. Illustration drawings explain a foreign investor who is thinking of the tax burden that will be borne by the business being undertaken, symbolized by the word balloon illustrating the factory image accompanied by the text 'customs' and 'tax'. The background image is white from the fabric of the backdrop in the studio so that the audience is focused on the video scene. The port condition is reinforced by a 3 millimeter blue cardboard, which represents the color of the sea.

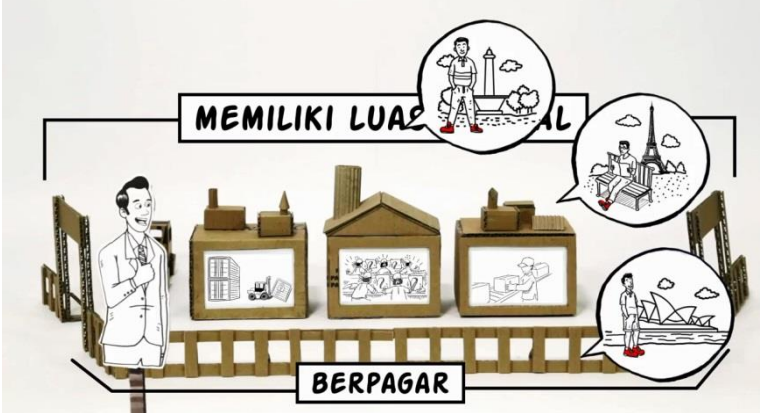
<i>Sequence</i>	Visual	Audio
<p>6</p> <p>Duration 01:58 to 02:28</p>		<ul style="list-style-type: none"> • <i>voice over</i>; female narrator explaining about the bonded warehouse facilities given to manufacturing companies in an industrial areas. • <i>Music background</i>
<p>Visual and experimental elements: <i>cardboard</i>, 3 mm <i>cardboard</i>, cartoon illustration, handwritten texts</p>		

Table 7. Sequence 6 video explainer Customs Investor edition.

In this table, there are visual elements in the form of illustrated images that are combined with a 3-millimeter cardboard or cardboard fold. The cardboard is formed to resemble a factory environment, according to the narration described in voice over. Illustration

elements illustrate bonded facilities granted by Customs to investors who have manufacturing companies, with the conditions indicated in the caption.

The text element contained in this video scene is in the form of a caption that reads: 'Has a minimum area' and 'fenced in'. This refers to the terms of fiscal relief in the form of suspension of import duty and tax deferral that will be given by Customs to prospective investors.

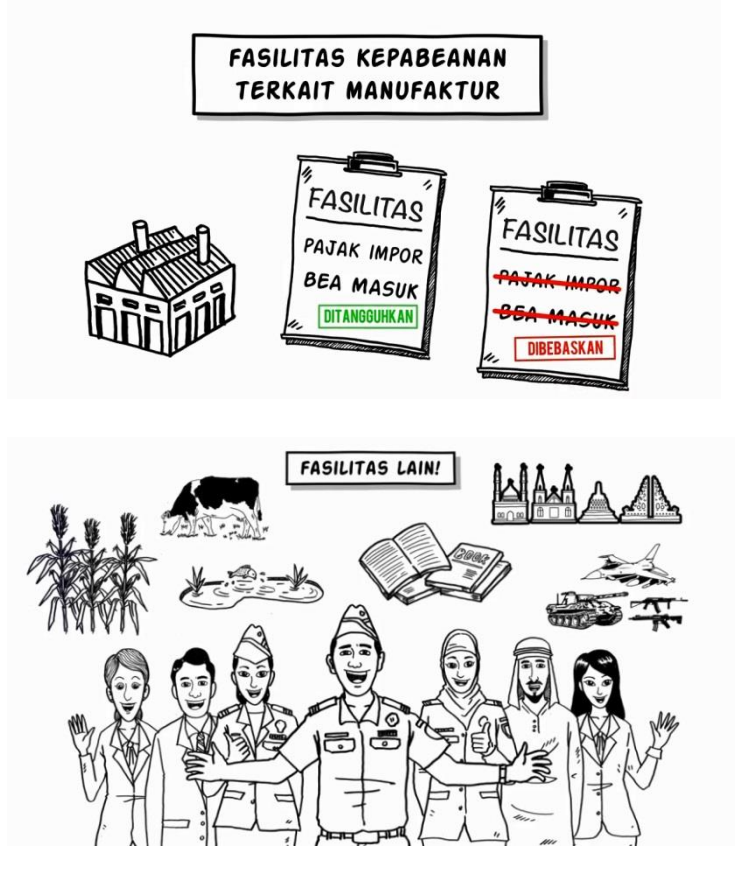
Sequence	Visual	Audio
<p>7</p> <p>Duration 04:00 to 04:25</p>	 <p>Visual and experimental elements: cardboard, 3 mm cardboard, cartoon illustration, handwritten texts</p>	<ul style="list-style-type: none"> • <i>voice over</i>; female narrator explaining the customs facilities which is related to manufacturing that were given for the prospective investor in Indonesia. • <i>Music background</i>

Table 8. Sequence 7 video explainer Customs Investor edition.

This table show sequences that describe customs facilities related to manufacturing, such as deferring import taxes and import duties. In addition there are also investment support facilities with seed fiscal, livestock, and fisheries represented by illustrations of rice, cattle and fish illustrations. After that, there is a facility for exemption from import duty for educational needs which is represented by a picture of a pile of books, religion represented by an icon of a house of worship, and a defense field represented by vector illustrations of tank and fighter aircraft.

The text in the caption reads 'other facilities', which refers to the ease of investment. Such as fiscal facilities for seeds and seeds for agriculture, import duty exemption facilities for

educational, religious and defense and security needs. Voice Over from the narrator invites potential investors to take advantage of customs facilities and opportunities that have been provided by Customs.

Sequence	Visual	Audio
8 Duration 04:26 to 04:50	 <p>MARI BERINVESTASI DI INDONESIA!</p> <p>SEGERA HUBUNGI AGEN FASILITAS KEPABEANAN TERDEKAT UNTUK MENDAPATKAN BENEFIT MAKSIMAL DARI BEA CUKAI!</p>	<ul style="list-style-type: none"> • voice over; female narrator calling out and invites the prospective investors to take the opportunity to open a business and invests in Indonesia • Music background
	Visual and experimental elements: cartoon illustration, handwritten texts	

Table 9. Sequence 7 video explainer Customs Investor edition.

The visual element in the table above is an illustration depicting investors who are gathering at the dining table, with raised hand poses and faces depicted smiling with satisfaction. The text in the caption is persuasive, with the sentence that says 'Mari Berinvestasi di Indonesia', which means 'Let's Invest in Indonesia!'. Voice Over from the narrator invites potential investors to take advantage of customs facilities and opportunities that have been provided by Customs.

CONCLUSION

The video explainer of the Directorate of Customs and Excise aimed at prospective investors and officials was deliberately made using a combination of experimental design methods and motion graphics. This makes video content loaded with unique visual information and execution. Through an analysis of audio visual elements contained in each scene, a number of conclusions can be drawn from the research questions as follows:

No.	5W1H Analysis	Research conclusions
1.	<i>What</i>	<ul style="list-style-type: none"> • What are the background that made the directorate of customs and excise in creating this video? The imposition of import tax and import costs that incriminate the investors and entrepreneurs who are interested in having a business in Indonesia. • What kind of message does the directorate of customs

		<p>and excise try to convey through this video?</p> <p>The facilities for customs and two other products in the form of “fiscal and procedural convenience” and “import concession for export purpose”</p>
2.	<i>Where</i>	<ul style="list-style-type: none"> • On which media platform does the video can be played and accessed? <p>The video created so that it can be played through YouTube and video playback that take place at a product launching events that is held by the directorate of customs and excise.</p> <ul style="list-style-type: none"> • Where do the issues over customs and excise practices occurred for the investors? <p>Customs issues in the industrial area which are owned by the investors in Indonesia</p>
3.	<i>When</i>	<p>When do the issues likely to occur for the investors?</p> <p>The issues on customs started from the moment the investors building their business in Indonesia. Whereas they are being subjected to an import tax and import duty.</p>
4.	<i>Who</i>	<p>Who are the intended audiences for the video about the introduction of the new customs policy?</p> <p>Investors or companies who are about to run their business in Indonesia and entrepreneurs who are already owned a business contract.</p>
5.	<i>Why</i>	<ul style="list-style-type: none"> • Why do these issues over customs and excise practices occur to the investors in Indonesia? <p>Customs issues occurred because of an import tax and duties that are too incriminating. These includes fiscal charges, which even started before the business start to operate.</p> <ul style="list-style-type: none"> • Why do the experimental media being chosen as a method to introduce the new program policies for the

		<p>customs video?</p> <p>The method of combining a digital media with a cardboard as an experimental media are used to create a different and unique way in delivering the message about the directorate of customs and excise product.</p>
6.	<i>How</i>	<p>How do the department of customs and excise attempt to resolve the investment issues?</p> <p>The directorate general of customs and excise is using an approach through a media by producing a video explainer that contain the new program and policies, that is intended for the prospective investors and government official as a policy holder.</p>

Table 10. 5W1H Kipling analysis conclusions on directorate of customs and excise video *explainer* – Investor edition.

The use of a video explainer from the Customs and Excise Directorate can provide a shorter explanation to investors. This is because this video is made in the form of audio visual, in which there are elements of images and sounds that mutually reinforce the contents of the message. This visual element in the form of illustrated images and video recordings in the form of corrugated paper and cardboard folds, aims to convey information about Customs policies informally, but still interesting. The selection of the motion graphic method combined with experimental media, makes this Customs Investor edition video more unique compared to other video explainer.

This video can be accessed easily via the internet network, because in addition to playing in every launching event held by the Customs, this video is also uploaded to the Youtube social media platform. Information that is made short and solid makes the duration of the video quite short. Investors and state officials will also be faster in getting information about procedural conveniences in investing and new customs policies.

By using audio visual elements and unique manufacturing methods from experimental cardboard media, video content will attract the attention of prospective investors and customs officials. In addition, the development of supporting software technology in audio-visual design, makes the opportunity to process creatively broader. This technique can be applied to other government institutions, in introducing the institution's programs and policies to officials and the general public.

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