

The Cultural Philosophy Values in The “Denpasar-Style Bridal Makeup: Symbols and Meanings” Documentary Film

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Documentary film is a film genre that has a very important role in human civilization. Documentary films can "revive" everything that did not exist before, so that it can be known by a wide audience through visualization and verbal information that can be accounted for. One of the functions that documentaries also have is as a cultural educational medium that is easily accessed digitally by anyone, anywhere. This writing will examine the philosophical values that are visually transformed in the Cultural Documentary Film "The Balinese Bride Makeup: Symbols and Meanings". This writing uses a qualitative descriptive method, by providing explanatory descriptions of the results of the study using Documentary Film theory (Ayawaila: 2018) and Anthropological theory (Sare: 2007). The results obtained through this paper include findings on 3 cultural philosophical values contained in the documentary films used as research objects, as follows: 1) Character Education Values; 2) Values of Roles and Responsibilities, and 3) Cultural Inheritance Values.

Keywords: Transformation, Philosophy, Culture, Documentary Film

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INTRODUCTION

The development of mass media today is an inseparable part of human civilization. As stated by Elvinaro, (2009) communication through the mass media is in the midst of a flood of information that hit individuals and society. In the era of competition, the era of communication, the era of globalization, the overflow of information is something that cannot be stopped anymore. Individuals and society can no longer avoid the onslaught of mass communication messages, which used to be more linear and one-way in nature, but are now interactive. One of the interactive media that is developing rapidly in the mass media is film, one of which is documentary film. Documentary films in Indonesia begin with the introduction of documentary films through television broadcast media. In Indonesia, the production of documentary films on television was pioneered by the first television station, TVRI. Various documentaries on Indonesian culture, flora and fauna have been produced by TVRI. Entering the private television era in 1990, TVRI no longer monopolized the production of documentary films for television. Currently, many television stations produce programs with a travel documentary approach, for example, *Jelajah* (Trans TV), *Jejak Petualang* (TV7/Trans7) and *Bag Packer* (TVOne). In this case, of course, it can be understood that the more variations in the type of documentary film, the better. Genre means type or variety which is a term that comes from French. This categorization occurs in the arts and culture such as music, film and literature. Genres are shaped by conventions that change over time. The reality is that each genre fluctuates in popularity and will always be closely tied to cultural factors.

Talking about variety and genre, the development of documentaries in Indonesia cannot be separated from the types of documentaries that exist. The book titled *Documentary: From Idea to Production*, Gerzon R. Ayawaila (2018) divides genres into Travel Documentaries, History, Portrait/Biography, Nostalgia, Reconstruction, Investigation, Comparison and Contradiction, Science, Instructional, Diary, Music, Association Picture Story and Docudrama. Genre is an important element in filmmaking, including the approach or style of speech used in making film storylines, one of which is called narrative. According to Pratista (2008:1), narrative elements are elements related to aspects of the story or the theme of the film. Film stories must have elements such as characters, problems, conflicts, locations, times and others. All of these elements form the narrative element as a whole, while cinematic elements, also often termed

cinematic style, are the technical aspects of forming a film. Cinematic elements are divided into four main elements, namely, *mise-en-scene*, cinematography, editing, and sound. Narrative elements relate to aspects of the story or film. Narrative elements are a series of events that are related to each other and are bound by causal logic (causality) that occur in space and time.

From the explanation regarding the documentary films above, culture is an interesting topic to be visualized in documentary works so that cultural information conveyed in documentaries can certainly become knowledge, especially related to culture. Culture is a fundamental thing that is formed from the habits and behavior patterns of people everywhere. Culture grows along with the open mindset of people who are influenced by many things around them. Tylor in Sare (2007) stated that culture is a complex system that includes knowledge, belief, art, morals, laws, customs, abilities, and habits acquired by humans as members of society. Culture is a complex system that includes knowledge, belief, art, morals, law, customs, capabilities and habits acquired by humans as members of society. It is undeniable that culture is able to provide many values that can become superior values for the people, to have more uniqueness and character, as a representation of the integrity of the order of life in a society. All aspects of culture described in the definition above can give an idea about the concept of culture which cannot be separated from one aspect to another. This was also confirmed by Dewi AK (2020) who stated that cultural identity often refers to the definition of an ethnic group, a group formed by kinship as the main core of institutionalized social relations; that have the same values and culture, and are aware of a sense of togetherness in the form of their own culture, communication networks and interactions and characterize their group that is accepted by other groups and can be distinguished from other population groups. A similar study of cultural documentaries used as a medium for cultural education, "Burdah Traditional Art Documentary: Maintaining Traditions in the Modernization Era" (Saputra, 2019) stated that tradition is one of the cultural values which can certainly become a character in every region. Tradition and culture are also very interesting to be discussed as stated by Claudia Ika Saputri, Deny Tri Ardianto, Erandaru (2018) in the article "Designing Documentary Films for the Religious Traditions of the Tiwah Ceremony of the Dayak Tribe in Central Kalimantan", where, with the topic culture in Tiwah religious ceremonies in the Dayak Tribe, this film can function as a medium for cultural education, so that it contributes

to the preservation and maintenance of cultural heritage. Cultural educational media in documentary film format was examined in a study conducted by Sari (2020) through the Cultural documentary "Pahare" which discusses the theme of the meaning of *tumpeng* in the Wuku Taun Ceremony. Wuku Taun is a form of gratitude from the residents of Cikondang Village, Lamajang Village, Pangalengan District, Bandung Regency for agricultural products. *Tumpeng* is full of symbols of life and noble customs. The introduction of traditions and cultural values in visual form through the medium of documentary films provides easily accessible opportunities for the public so that the philosophical values to be conveyed will be easily learned by the wider community. Culture and religion are inseparable parts of people's lives. The philosophical values of cultural roles and responsibilities can be represented in the form of visual and verbal information which of course also becomes the moral message conveyed in films, and documentary films are one of the easiest digital educational media to access. The ease of accessing documentaries is one of the factors influenced by the opening of access for documentaries provided by television stations in Indonesia, and also the world. Based on the description above, the goal that the wants to be achieved by the authors through this paper is to provide outcomes that have educational value, it is hoped that they will be able to open the eyes of the wider community that many cosmetology phenomena are related to the social class that occurs in society, especially in the city of Denpasar.

The development of the current era gives freedom as wide as possible to both makeup artists and brides to determine the type of makeup, clothing and hairdo in their wedding procession. However, sometimes the freedom of choice is one of the causes of many bridal makeup procedures being forgotten in order to meet modern tastes and are trapped in meeting the needs of modified makeup. It is things like this that have a tendency to erode a culture that is rooted in customs, norms, and traditions, thereby eliminating the meaning, symbols and functions that should be fulfilled in bridal makeup. The phenomenon of shifting procedures in bridal makeup in Bali has also received serious attention from the Provincial Government of Bali, through Mrs. Putri Koster as Chair of the Bali Province TPKK on the Bali Province website (2019). She said that parties involved in bridal makeup should still adhere to the bridal makeup procedures that have been passed down by their ancestors as an effort to preserve culture, in addition, this assertion was also conveyed by Dra. Anak Agung Ayu Ketut Agung in her article titled "Balinese Bridal Makeup" (2020) It is

explained that Balinese bridal makeup is famous for its luxury, beauty and glamor. Her writing also summarizes various types of traditional Balinese makeup according to their levels and modifications. The explanation she conveys in her writing, of course, will make it easier for those who want to learn about Balinese bridal makeup. especially style bridal makeup

Departing from this phenomenon, the researchers examined the cultural values contained in cultural documentaries that discuss Denpasar-style bridal makeup from the perspective of symbols and meanings, so that existing cultural values can be passed down from generation to generation. Cultural values are values that are agreed upon and embedded in a society, organizational sphere, or community environment, which are rooted in a habit, belief, and symbols, with certain characteristics that can be distinguished from one another as a behavior reference. Cultural values are indeed something that is never out of date so it is always an interesting issue to always be discussed in every field of knowledge. Culture in documentary films is also something that is familiar as a topic. By elaborating theories on documentaries and cultural values which are focused on explaining cultural philosophical values put forward by Sare (2017). Sare (2017). Sare explained that the analysis of cultural philosophy values is based on aspects of cultural philosophy values in character education, cultural heritage philosophical values and philosophical values of roles and responsibilities. With reference to the three components described above, through this paper the values of cultural philosophy will be presented as represented in the documentary film "Denpasar-Style Bridal Makeup: Symbols and Meanings".

RESEARCH METHOD

Implementation of the right theory will certainly be greatly influenced by the appropriate systematics method, so the writers used several stages in writing. The approach used is descriptive qualitative applied with the aim of describing the results of the analysis in the form of descriptive sentences without using calculations in presenting the data. The research subject was a Cultural Documentary Film "Denpasar-Style Bridal Makeup: Symbols and Meanings" with a duration of 25 minutes. The research object is focused on philosophical values that are transformed into social forms in documentary films used as research subjects. Data collection was done by using observation and note-taking techniques. So that all study data can be identified with the achievements according to the needs of the analysis. And in presenting the data, the

data analysis technique used was the equivalent technique. By sorting data according to the needs of the writing.

The focus of the discussion will be carried out by identifying the sequences in the film, which will be described in accordance with the opening acts, main acts and closing acts. The things that will be analyzed include the cultural and philosophical values presented through visual and verbal information in the film. The cultural philosophical values contained will be described in accordance with the messages conveyed in each visual and verbal information in the film. The cultural philosophical values analyzed include the

philosophical values of character education, the philosophical values of cultural heritage and the philosophical values of roles and responsibilities.

RESULTS AND DISCUSSION

The study of cultural philosophical values in this paper will be described based on the visuals displayed in each scene of the cultural documentary film "Denpasar-Style Bridal Makeup: Symbols and Meanings. The study process began with the process of identifying a general description of the research subject in the form of a design production design, as follows:

Production Design	Description
Theme	Cultural
Title	Denpasar-Style Bridal Makeup: Symbols and Meanings
Duration	25 minutes
Language	Indonesian
Genre	Cultural Documentary
Audience Segmentation	All Ages
Resource Persons	Consists of 3 resource persons, as follows: Dr. dr. Anak Agung Ayu Ketut Agung, MM Anak Agung Anom Mayun KT, M.Si Ayu Ketut Putri Rahayuning, M.Sn
Synopsis	Culture that develops in Balinese life is inseparable from traditions and wedding processions. This becomes an attraction that can be a magnet for many people to learn about the people who are part of that culture. One aspect of culture that has a close relationship with traditions and wedding processions that will be raised in this research and art creation is Denpasar-Style Bridal Makeup: Symbols and Meanings. This film aims to identify and visualize the meaning, symbols and functions of bridal makeup in the city of Denpasar.
Message	All levels of society in Bali must be able to function as guardians of ancestral heritage, so that the existing cultural heritage, especially related to bridal makeup in the city of Denpasar, will not be eroded by the ongoing modernization.

In the production designs classified above, the documentary film "Denpasar-Style Bridal Makeup" can be categorized as one of the Science documentaries that encapsulates culture, especially related to Denpasar-style bridal makeup. Unknowingly, documentaries about culture have a function as a medium for cultural education for all components of society. After an overview related to the object of research, the analysis of cultural philosophy values is described based on the depiction of the images in the film scenario, which will be described as follows:

Opening Acts

The opening acts with a duration of 1.5 minutes visualizes several footages as an introduction scene and presentation of the initial picture to help lead the audience, before watching the core part of the film, which can be explained as follows:

The icons of the city of Denpasar, namely Simpang Enam, the Bajra Sandhi Renon Monument, the Catur Muka Statue and the range of beaches in Sanur. The icons shown are a sign that the city where the creation was made is the city of Denpasar. The selection of icons displayed in the opening round is used in the opening round as an effort to represent philosophical values related to the ideal values of the people in Denpasar city to increase the sense of belonging of every cultural potential possessed by the city of Denpasar. Of course, this must continue to be developed and it is the responsibility of all of us to always respect cultural heritage in the form of Denpasar city icons, as well as the visuals shown in the opening acts.

The introduction of the film's conflict at the beginning is visualized through news footage highlighting the phenomenon of changes in bridal makeup styles in Bali so it is our responsibility to restore the proper makeup. The philosophical values represented through the footage are the values of idealism and loyalty to our culture, especially those related to the development of Denpasar-style bridal makeup.

The last visualization of the opening act shows a wedding procession in the city of Denpasar, by focusing on the two brides, both the groom and the bride, so that the makeup used can be visualized clearly. The philosophical value conveyed through footage of the wedding procession is related to cultural education, where viewers who are not residents of the city of Denpasar get a glimpse of education related to Denpasar-style bridal makeup. As for the people of Denpasar, what is expected is that they can preserve the standard that should be

used in bridal makeup in the city of Denpasar.

Regarding the presentation of the opening round, we can see that the three cultural philosophical values visualized include cultural philosophical values, where the character education delivered is character education for the audience so they have a sense of loyalty in maintaining and representing the culture we have. After loyalty is grown, the philosophical values presented in the opening round are the values of roles and responsibilities. In this case, the audience is expected to realize that preserving the culture of ancestral heritage is the duty of all parties. With a sense of responsibility and the role of all parties, of course, the philosophical values in cultural inheritance are also conveyed through the film's opening round,

Main Acts.

Philosophical values of character education

Philosophical value of character education is presented in the form of educational information about the development of Denpasar-style makeup delivered by resource person Dr. dr. Anak Agung Ayu Ketut Agung, MM In her presentation, she conveyed that the people of Bali, especially in Denpasar, must always respect the cultural heritage that has been instilled by our ancestors because bridal makeup as a cultural heritage must be maintained and preserved. Other information conveyed is also related to her experience in contributing to efforts to maintain the use of bridal makeup in Bali and especially in Denpasar in accordance with the standards passed down by the ancestors. The experience she conveyed, of course, will give an idea to the audience to participate in efforts to preserve Denpasar-style bridal makeup. Visually. The presentation from guest speaker 1 is supported by additional footage of past Denpasar-style bridal makeup documentation, current Denpasar-style bridal makeup documentation, and the footage of resource persons with their activities as professionals in the field of Balinese bridal makeup.

Cultural Heritage Values

Cultural heritage values are represented in visual and verbal information delivered by the 2nd resource person, namely AA Anom Mayun. KT. M.Sc. The presentation that was delivered included matters related to the explanation of Denpasar-style makeup including names, shapes and motifs of attributes, costumes and accessories used by the groom and the bride. Explanations regarding names, shapes and motifs are also accompanied by an explanation of the meaning and philosophical values of each attribute, costume and accessory used so that

the cultural heritage values contained in the meaning and philosophical values can be well understood by the audience. The value of cultural heritage referred to in this case is an understanding of culture that has been passed down from generation to generation by ancestors which of course has characteristics that distinguish Denpasar-style bridal makeup from bridal makeup to other styles. The visual information displayed in this section is visual information that presents a visualization of all the attributes and costumes of the bride and groom in Denpasar-style bridal makeup.

The Values of Roles and Responsibilities

Related to the representation of the values of roles and responsibilities in the documentary film “Denpasar-Style Bridal Makeup: Symbols and Meanings” it can be said that indirectly it is the most fundamental basis which also becomes the message in the film. Any information conveyed verbally by the three informants is an appeal to foster a sense of belonging and responsibility for the audience in maintaining culture in relation to Denpasar-style bridal makeup. The three informants also provided verbal evidence about their roles and responsibilities as practitioners/academics as well as professionals in bridal makeup. The role and responsibility they have are big in maintaining and preserving the Denpasar-style bridal makeup in accordance with the standard of ancestral heritage. This is proven by the consistency of the resource persons in the world of bridal makeup, especially the Denpasar-style bridal makeup. Footage that supports the verbal information conveyed by the informants is visual information regarding the activities of the informants as practitioners and professionals in Balinese bridal makeup, especially Denpasar-style brides.

Closing Acts

In the closing acts, the verbal information given in the film is an appeal and invitation from the three sources to the audience to play a role in preserving bridal makeup according to the Denpasar-style standard. The appeal was given in the form of an invitation that emphasized that those who have the responsibility to maintain and preserve the Denpasar-style bridal makeup are all of us as part of the people of the city of Denpasar. Based on this, we can see that in the closing section, the cultural philosophy values that emerge are the values of character education to become individuals who are proud of their own culture, the philosophical values of roles and responsibilities to maintain the culture, especially Denpasar-style bridal makeup. The verbal information presented by the three informants in the closing section can be said to be the closing remarks

which are the concluding part of the entire plot of the film. Verbal information in the closing section is supported by visual information related to programs carried out by the resource persons in an effort to introduce and preserve Denpasar city makeup in the form of makeup workshops, training and competency tests for Balinese bridal makeup experts.

CONCLUSION

The cultural philosophical values found in the Cultural Documentary film “Denpasar-Style Bridal Makeup: Symbols and Meanings” can be represented in the form of visual and verbal information, which are grouped into 3 chapters of story structure, namely opening, main and closing acts. The cultural philosophical values in question are as follows:

The opening acts present visual and verbal information that has cultural philosophy values of character education, roles and responsibilities, as well as cultural inheritance, which are represented through an introduction to cultural icons in the city of Denpasar. The pros and cons related to the Balinese bridal makeup and also the visualization of the wedding ceremony in the city of Denpasar;

The opening acts present the philosophical value of cultural inheritance related to the bridal makeup style in the city of Denpasar, which verbally provides information about the development of the makeup style of the city of Denpasar to date. Cultural values, related to cultural inheritance, are not only in the form of verbal information, but are also supported by visual information related to the attributes and costumes used in Denpasar-style bridal makeup;

The values of the cultural philosophy of roles and responsibilities can also be seen in the closing round which is confirmed by exposure from sources and supporting visual information. The resource persons presented explained the efforts they had made in contributing their responsibilities in maintaining and preserving Denpasar-style bridal makeup through training programs and competency exams for bridal makeup experts in Bali.

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