

ABSTRAK

Produksi film dokumenter tidak hanya berkaitan dengan sebuah estetika dan alur penceritaan yang naratif, tetapi sangat ditentukan oleh pengelolaan manajemen produksi yang sistematis dan terstruktur. Akan tetapi, kajian film di Indonesia pada umumnya masih berfokus pada topik dan isi analisis, representasi adegan, makna visual, sementara penelitian yang membahas sistem manajemen produksi film dokumenter khususnya rumah produksi independen dengan pendekatan teori manajemen klasik, masih relatif terbatas. Penelitian ini bertujuan untuk menganalisis manajemen produksi film dokumenter “Dari Hal Waktu” karya Agni Tirta yang di produksi oleh Belantara Films dengan menggunakan teori manajemen George R.Terry melalui fungsi *Planning*, *Organizing*, *Actuating* dan *Controlling*. Dalam suatu pembuatan film membutuhkan tahapan, yaitu Pra-Produksi, Produksi dan Pasca Produksi. Ketiga tahap tersebut merupakan bagian dari fungsi manajemen produksi. Belantara Films berhasil membawa film ini ke tingkat festival dan memenangkan penghargaan di Jakarta Film Week 2021 hal ini menunjukkan bahwa ada kekuatan ketat di sistem pasca produksi atau *controlling* dalam distribusi film tersebut. Dalam penelitian ini, peneliti menggunakan metode penelitian kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa manajemen produksi film ini berhasil menerapkan fungsi teori dari George R.Terry secara adaptif. Pada tahap *planning* sutradara berhasil menentukan ide dan alur cerita. Tahap *organizing* ditandai dengan pembagian kerja profesional dalam rumah produksi sehingga membantu menyeleraskan visi rencana awal. Tahap *actuating* sutradara dan produser menggerakkan tim dalam pengambilan gambar sebaik mungkin dengan juru kamera sehingga mendapatkan hasil terbaik, ini adalah cikal bakal film ini mendapatkan penghargaan nasional. Tahap *controlling* dilakukan sebuah evaluasi lanjut setelah produksi untuk melihat kesesuaian luaran karya bagus, hal ini juga berkaitan dengan distribusi film ke dalam festival film nasional.

Kata kunci: Belantara films, film dokumenter, POAC, rumah produksi, teori manajemen produksi

ABSTRACT

Documentary film production is not only concerned with aesthetics and narrative storytelling but is also strongly shaped by systematic, structured production management. However, film studies in Indonesia generally still focus on content analysis, scene representation, and visual meaning, while research that examines documentary film production management, particularly within independent production houses using classical management theory, remains relatively limited. This study aims to analyse the production management of the documentary film “Dari Hal Waktu”, directed by Agni Tirta and produced by Belantara Films, by applying George R. Terry’s management theory through the functions of Planning, Organising, Actuating, and Controlling (POAC). In film production, several stages are inevitably required: pre-production, production, and post-production, all of which constitute integral components of production management. Belantara Films successfully brought this film to the festival circuit and won an award at Jakarta Film Week 2021, indicating strong managerial control, particularly in post-production and distribution. Qualitative methods are used in this research, including depth interviews, observations, and documentation. The findings of this study suggest that the production management of “Dari Hal Waktu” effectively implemented George R. Terry’s management functions adaptively. In the planning stage, the director successfully formulated the core idea, narrative structure, and production requirements. The organising stage was characterised by the professional distribution of tasks within the production house, which facilitated the alignment of the initial vision and production objectives. In the actuating stage, the director and producer actively mobilised the production team during filming, particularly by coordinating with the cinematographer to achieve optimal visual outcomes, which became a crucial factor in the film’s national recognition. The controlling stage involved post-production evaluation to assess the quality and suitability of the final output, including strategic considerations related to film distribution and participation in national film festivals. This discussion demonstrates that George R. Terry’s management theory is relevant to analysing the production of documentary films by independent production houses. The findings of this study are expected to contribute to the development of production management research and provide practical insights for independent production houses in managing sustainable, effective film production processes.

Keywords: documentary film production, production management (POAC), independent film production house, Belantara films