

LINGUISTICS IN CREATIVE CONTENT INDUSTRY

STUDENT ASSIGNMENT

January 27, 2021

***‘Kirai Kencana, a Fierce
Young Hero of Tiger
Sumatra’***

A Film Production Report

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2. PRE-PRODUCTION REPORT

2.1. High Concept

The goal of this project is to raise awareness of illegal poaching, in particular Sumatra Tiger and the vast decrease of its kind. We also put our main character as a hero fighting the illegal poaching hunters, with a personal twist of the hunter being the main character's own long-lost father. In this project we chose the main character to be a young, fierce, brave, and independent figure to give a positive role for the audience.

2.2 Details of Story / Character

2.2.1 Background story of the character

Kirai Kencana is a half human- half tiger being that can talk to animals. She is also an orphan that grew up with only her grandmother. Kirai's father left the family before she was even born, and her mother died not long after she was born. Her situation brought her to be bullied by her peers and only have company from the animals she talked to, and later a Siruli (a rare Sumatra's monkey) that became her permanent companion.

Kirai also learned martial arts, Silat Harimau Minang to protect herself as she grew up shunned by her peers. When Kirai's grandmother passed, Kirai found her late mother's will stating her true nature as a Cindaku, a half human-half tiger being from her origin's folklore, and a message to save and protect the animals, in particular victims of illegal poaching. That's where Kirai's adventure begins. Her determination only became stronger when she discovers a sad truth that the illegal poaching hunter she fights against is no other than her own, long-lost father.

2.2.2 Name Options

Kirai Kencana, a name taken from Minangkabau culture, Kirai means 'beautiful woman', and in KBBI Kirai means 'mengibaskan supaya bersih' or 'shaking off to be clean' - whereas we chose the name as a metaphor of a beautiful woman fighting against the evil so the nature can be back to normal and 'clean' again.

2.2.3 Basic Information

Sex : Female

Age : 23

Height : 172 cm

Species : Human

Origin : Batusangkar, West Sumatra

2.2.4 Skill Ideas

We are inspired to make the character the master of her region's traditional martial arts, Silat Harimau Minangkabau. She'll be mainly using the techniques from Silat Harimau Minang as her main defense.

2.2.5 Visual Ideas

A young female figure with a strong face presence, inspired by Indonesian Actresses that is Minang-born.

2.2.6 Personality Ideas

Determined, strong, independent, persistence, forgiving, loving. An animal lover and good communicator that prefers to think first before acting.

2.2.7 Uniqueness Ideas

Actually born as Cindaku, a half human half tiger being. That's why she can talk to animals, especially tigers. Has an animal companion in the form of Surili, a rare monkey from Sumatra.

2.3. Research/conclusion of the research + Reference

2.3.1 Research

Name:

Kirai Kencana

Face :

Minang-born Indonesian Actress

Skills:

Silat Harimau Minangkabau (traditional Sumatra martial arts)

Weapons :

-Kerambit is a traditional weapon from Minangkabau that was inspired by the Sumatra Tiger's claw. It is made from scrap steel and it has its own uniqueness with its serrations, if the Kerambit has five serrations, that it's a female Kerambit. If it's seven, it's a male Kerambit.

<https://leuserconservation.org/pisau-kerambit-senjata-tradisional-minangkabau-yang-terinspirasi-dari-cakar-harimau-sumatera/>

-Sumpitan is commonly a weapon for hunting or war that was mostly used by the Sarawak and Sabah tribe. It is made from wood, and the ability from this weapon is that it can hit a target from a distance.

<http://warisanbudaya.50webs.com/file/Sumpitan.html>

Attire :

Inspired by the Silat Harimau Minangkabau uniform, a long black sleeves shirt and pants that are very flexible to move around, so it is very comfortable for performing the silat. Surrounding its hips is a traditional sarong or batik fabric from Minangkabau. The head is also wrapped with a traditional headband from a fabric.

2.3.2 Reference





2.4. Guides and brief about the product / output

2.4.1 Goal

- Raising awareness of illegal poaching
- Stopping illegal poaching hunters

2.4.2 Basic Information

Sex : Female

Age : 23

Height : 172 cm

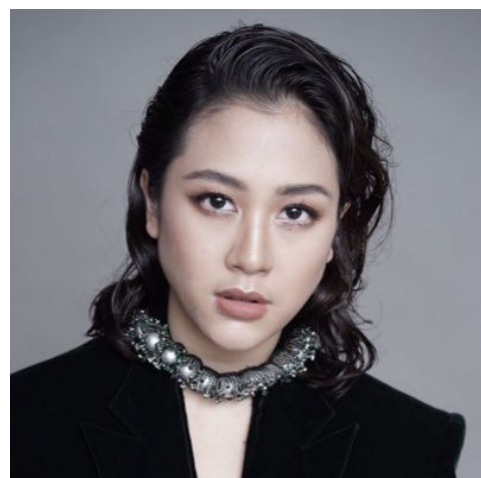
Species : Human

Origin : Batusangkar, West Sumatra

2.4.3 Background of the story

- An orphan, father left the family, mother died when she was still a child
- Raised by her grandmother
- Grandmother died, found her late mother's will explaining her being a Cindaku
- Fighting against illegal poaching hunters
- Found out one of the hunters is her own long-lost father
- Her motivation added to finding her father, the illegal poaching hunter.

2.4.4. Visual Guides and Selected References



2.4.5. Uniqueness

- A Cindaku, can talk to the animals
- Have a monkey (surili) as companion

2.4.6. Personality

Fierce, loving, persistent.

2.4.7. 3 Keywords

Stop illegal poaching, Silat Harimau Minangkabau,

2.4.8. Skills

She's agile and quick. She's a master in Silat Harimau Minangkabau and has weapons of Kerambit and Sumpitan always ready to use.

3. PRODUCTION

3.1 Description of your project

EN:

In this linguistics in creative content industry project, our group chose the Film media, with its one main character of Kirai Kencana, a demigod based on West Sumatera folklore, Cindaku, or a half human- half tiger being. Kirai Kencana is a strong, persistent, and independent young woman who vows to stop illegal poaching by fighting its illegal poaching hunters. Growing up being able to talk to animals, she was shunned and bullied by her peers and left with the company of animals and later a Siruli - a rare sumatera's monkey as her permanent companion. Despite this, she's grown to have a loving and forgiving, personality. She's also grown to be a good communicator, and always thinking before doing. Kirai was raised by her grandmother, whereas her father left the family before she was born, and her mother died while she was still a child. At first, Kirai didn't know about her being a Cindaku

and just naturally believed her capacity of talking to animals is something that is normal and within her talent. Only when her grandmother died, Kirai found a box in her grandmother's closet, left by her mother, contained within a will from her late mother to protect animals at all costs, and her true nature as Cindaku. Kirai, then, as Cindaku, later acknowledges her fate as being the protector of animals, and vows to stop the illegal poaching, starting by the illegal poaching of Tiger Sumatera. In her quests of chasing illegal poaching hunters, she found out a sad truth that the father that is gone from her life before she was even born was the very hunter that she is now determined to stop.

In supporting this project, we built the world for Kira Kencana in West Sumatera background, in particular Batusangkar, a capital city of Tanah Datar regency in West Sumatera, Indonesia. On visualising a strong, fierce, but also gentle female presence, we were inspired to choose a Minangkabau-born Indonesian actress, Sherina Munaf. On her weapon of choice, we chose Kerambit and Sumpitan, a deadly weapon traditionally from Sumatera. Kerambit, takes the form of a small size crooked knife, fitting for a swift fighting sequence, and Sumpitan, a long thin arrow that is filled with poison, for a long distance attack. For her attire we chose an inspiration from Silat Harimau Minang uniform, as one of her main skills is the martial arts, Silat Harimau Minangkabau.

Our means while working on this project is raising awareness of conserving the forest and its fauna, illegal poaching, and the vast decreasing numbers of Indonesia's endemic animals.

ID:

Dalam linguistic di konten kreatif industri ini, grup kita memilih media Film, dengan karakter utama kita Kirai Kencana, seorang setengah dewa terinspirasi dari cerita rakyat Sumatera Barat, Cindaku, atau makhluk setengah manusia-setengah harimau. Kirai Kencana adalah wanita muda independen yang kuat, gigih dan bersumpah untuk menghentikan perburuan ilegal dengan melawan para pemburu liar. Tumbuh besar dengan keahlian berbicara dengan binatang, ia pun dijauhi dan dibully oleh teman sebayanya. Hanya binatang dan sahabatnya, Siruli seekor monyet langka dari Sumatera yang menemaninya. Meskipun mengalami hal-hal ini, Kirai tetap tumbuh menjadi seorang penyayang dan pemaaf. Ia juga tumbuh menjadi komunikator yang bagus, selalu berpikir sebelum melakukan hal sesuatu. Kirai

dibesarkan oleh neneknya, sedangkan ayahnya meninggalkan mereka sebelum Kirai lahir, dan ibunya meninggal saat dia masih kecil. Mulanya, Kirai tidak tahu tentang ia menjadi Cindaku dan secara alami ia hanya percaya bahwa bicara kepada binatang adalah hal normal dan bakatnya. Hanya pada saat neneknya meninggal, Kirai menemukan kotak dari lemari neneknya, peninggalan almarhum ibunya, berisi wasiat dari ibunya untuk melindungi hewan dengan segala cara, dan asal keberadaannya sebagai Cindaku. Kirai, sebagai Cindaku, mengakui takdirnya sebagai pelindung bagi binatang dan bersumpah akan memberhentikan perburuan liar, mulai dari perburuan ilegal para harimau Sumatera. Dalam petualangannya mengejar pemburu liar, ia menemukan kebenaran yang menyedihkan bahwa ayahnya yang telah hilang dari hidupnya menjadi salah satu pemburu liar tersebut. Ia pun dengan tekad memberhentikan ayahnya.

Untuk mendukung projek ini, kami membuat sebuah dunia untuk Kira Kencana berlatar belakang Sumatera Barat, lebih tepatnya di Batusangkar, pusat kota dari Tanah Datar, Sumatera Barat, Indonesia. Untuk sebuah gambaran seorang wanita yang kuat, garang, namun juga lembut, kami terinspirasi untuk memilih Sherina Munaf, aktris kelahiran Minangkabau, Indonesia. Senjata yang kami pilih untuk senjata karakter utama adalah Kerambit dan Sumpitan, dua buah senjata mematikan yang berasal dari Sumatera. Kerambit merupakan senjata kecil berbentuk seperti pisau, sangat cocok untuk pertempuran yang sengit, sedangkan Sumpitan sendiri merupakan sebuah panah tipis yang berisi racun di dalam panahnya, dan sangat berguna untuk pertempuran jarak jauh. Untuk pakaian yang digunakan, kami terinspirasi untuk mengambil pakaian yang digunakan di dalam Silat Harimau Minang, karena keahlian dasar karakter utama kita adalah seni bela diri, Silat Harimau Minangkabau.

Tujuan utama kelompok kami dalam membuat projek ini adalah meningkatkan kesadaran dalam melestarikan flora dan fauna, melarang perburuan liar, dan mengingatkan bahwa jumlah hewan langka di Indonesia semakin meningkat.

3.2 Synopsis of the story

EN:

Kirai Kencana is a demigod who lives with their grandmother and Surili, a kind and little monkey who's always beside them at a village called Batusangkar, West Sumatera, Indonesia. Unlike other kids', Kirai is very different from the rest of them, so they are often bullied and cast out by the other children around their village. One day, their grandmother died, and Kirai found a box that was left from their mother that was kept inside their grandmother's closet. Inside the box, there was a letter, a family photo, and a weapon from their mother. The letter from their mother said that they have to protect all kinds of animals from the jungle, especially the tigers.

While they are protecting all the animals from the jungle, they heard a really loud gunshot for the first time. They were curious about it and followed where the sound came from. There they saw a group full of gunmen and they were immediately surprised when they saw a man he did see from the family photo they had. "Who is that man really? Why does he look like the man from our family photo that mom left?" Kirai mumbled.

ID:

Kirai Kencana adalah seorang manusia setengah dewa yang hidup bersama neneknya dan Surili, seekor monyet kecil yang selalu menemaninya di sebuah desa bernama Batusangkar, Sumatera Barat, Indonesia. Kehidupan Kirai tidak seperti teman-temannya yang ada di desa, dia selalu dibully dan dikucilkan. Suatu ketika neneknya meninggal dan Kirai menemukan sebuah kotak wasiat dari ibunya yang tersimpan di dalam lemari neneknya. Di dalam kotak itu terdapat sebuah surat, foto keluarga, dan senjata warisan dari ibunya. Surat itu berisi pesan dari ibunya yang mengatakan bahwa dia adalah keturunan setengah dewa, dan dia harus melindungi hewan-hewan yang berada di hutan khususnya harimau.

Selama melindungi hewan-hewan yang ada di hutan dia mendengar suara tembakan untuk pertama kalinya. Kirai pun penasaran dan mengikuti arah sumber suara tersebut. Disitu, dia melihat sekelompok orang bersenjata dan seketika dia kaget saat melihat seseorang yang mirip dengan pria yang ada di foto wasiat ibunya. "Siapakah identitas pria itu sebenarnya? Kenapa dia mirip dengan pria yang ada di dalam foto wasiat ibuku?" , gumam Kirai.

3.3 Short description of the character

EN:

Kirai is a demigod that protects wild animals like rhinos, elephants, orangutans, and tigers. They are always accompanied by Surili, their long-life friend who is a monkey (Kirai can talk to animals so they understand what Surili is saying). They are a very good and loving child in their grandmother's eyes, but behind all of that, they always got bullied and picked on by other villager's children. Because of that, they trained *silat* with Surili for self-defence.

ID:

Kirai adalah seorang manusia setengah dewa yang melindungi hewan-hewan liar seperti badak, gajah, Orang Utan, dan harimau. Dia selalu ditemani oleh Surili, teman hidupnya yang merupakan seekor monyet (Kirai bisa komunikasi dengan binatang, jadi dia mengerti apa yang Surili bicarakan). Dia adalah seorang anak yang baik dan penyayang dimata neneknya tapi dibalik semua itu dia selalu dibully dan dikucilkan. Oleh karena itu, ia belajar silat bersama Surili untuk melindungi dirinya.

3.4 Short description about the skill, weapons, important accessories**EN:**

- Skill :

Minangkabau Tiger Silat, this martial art has movements that resemble a tiger. The movements of this martial art have acrobatic techniques and are also efficient. Therefore, proper brevity and flexibility are required.

- Weapons :

Kerambit : kerambit is a small, curved handheld knife, this weapon is included in dangerous weapons and the shape of Kerambit is inspired by tiger claws. Some kerambit are designed to be used in a hammering motion. This flexibility of striking methods is what makes it useful in self-defense situations.

Sumpitan : blowpipe is a weapon that is usually used for hunting or fighting. The way to use this weapon is by blowing it. The darts (damek) can be made from bamboo with one end shaped like a cone made of light wood (from pelawi wood). Blowpipe can be used as a long-range weapon that has a shooting accuracy up to 200 meters.

ID:

- Keahlian :

Silat Harimau Minangkabau, silat ini memiliki gerakan yang menyerupai harimau. Gerakan dari silat ini memiliki teknik yang akrobatik dan juga sigap. Oleh karena itu, diperlukan kecekatan dan keluwesan yang tepat.

- **Senjata:**

Kerambit kerambit merupakan pisau genggam kecil berukuran melengkung, senjata tersebut termasuk dalam senjata yang berbahaya dan bentuk dari kerambit tersebut terinspirasi oleh cakar harimau. Beberapa karambit dirancang untuk digunakan dalam gerakan memalu. Fleksibilitas metode menyerang inilah yang membuatnya berguna dalam situasi pertahanan diri.

Sumpitan : sumpitan merupakan senjata yang digunakan untuk berburu maupun pertempuran, penggunaan senjata sumpitan yaitu dengan cara ditiup. Anak panah (damek) bisa terbuat dari bambu yang salah satu ujungnya seperti kerucut dan terbuat dari kayu yang bobotnya ringan (menggunakan kayu pelawi). Senjata tersebut dapat digunakan sebagai senjata jarak jauh yang memiliki akurasi tembak hingga mencapai 200 meter.

4. POST - PRODUCTION

4.1 Publications

4.1.1. Media Release (from the company)

FOR IMMEDIATE RELEASE

Jakarta, February 1st 2021.

Group 4 proudly announced the release of our creative content industry in form of film, taking issue of sumatra tiger illegal poaching and its vast decreasing kind, with our main character Kirai Kencana, a brave and persistent young woman, that vows to stop illegal poaching starting from her region, Batusangkar, West Sumatera.

The story is inspired by Sumatera Folklore of Cindaku, a being born as half human and half tiger, with its purpose of conserving the forest and its fauna. Kirai Kencana is orphaned from birth, her father left the family and her mother died when she was still a child, then raised by her grandmother, Kirai learned that she's able to talk to animals without her knowing.

Because of this uniqueness, she's shunned by her peers and spent her youth in the company of animals and a Surilli, a rare Sumatran monkey, that later becomes her permanent companion on her later quests.

Kirai Kencana only acknowledges her fate as Cindaku, with a role of saving animals victims of illegal poaching, stated from her late mother's will. Kirai has never seen the will before, only after her grandmother died she found out the will tucked in her late grandmother's belongings. The determination of saving animals and fighting illegal poaching hunters only became stronger when she discovered a harsh truth that the father she's never had turns out to be the very hunter that she's fighting against now.

Our group means to raise awareness of the danger of illegal poaching and its target of endemic faunas in Indonesia, starting from Tiger Sumatra, the endemic fauna from our main character's origin. We also built Kirai's world inspired from Indonesia's culture: martial arts, folklore, traditional weapons and endemic animals. We try to deliver the hero in the form of a young, fierce woman who fights for the right. Under the title '*Kirai Kencana, a Fierce Young Hero of Tiger Sumatra*', we try to give a positive role figure for the audience to be inspired to.

4.1.2 Publishing the media release (from the media)

FOR IMMEDIATE RELEASE

Jakarta, February 3rd 2021

Group 4 comes the Kirai Kencana, a fierce young hero of Tiger Sumatra.

The upcoming a strong, persistent, and independent young woman who vows to stop illegal poaching by fighting its illegal poaching hunters. Kirai Kencana is a film inspired by Sumatran Folklore of Cindaku, a being born as half human and half tiger with its purpose of conserving the forest and its fauna.

Kirai Kencana will come out exclusively in theaters in February. Immediately following the premiere, The director and Producer of Kirai Kencana will join executives from leading companies on a panel to explore the issue and discuss what industry can offer the folklore genre.

The CEO of MD Pictures said that this film is inspire broadly to the audience about the importance of preserving and knowing the culture and folklore that exist in indonesia. The goal of this film is to raise awareness of illegal poaching, in particular Sumatra Tiger and the vast decrease of its kind. The debutant actress of the film is Sherina Munaf.

The release date of the movie is February 10th which will be released with the theatrical cut as well as the director's cut. The release copies will be available by youtube.

4.1.3 Making product review (from the media)

'Kirai Kencana, a Fierce Young Hero of Tiger Sumatra', a movie released by group 4 in February 2021, brought out a new element in a hero figure. Nowadays, people usually choose a male as their main hero character but group 4 took the giant leap and made their main hero character a female. Not only that, they also take one of the biggest current issue in the world as the theme for the film and that is 'illegal poaching'. The issue with illegal poaching has been going on for years. Illegal poaching not only disrupts the existence of the animals but also destroys the habitat around them. This movie does a great job portraying the issue without raising any harassment in any form towards the audience, which we all know is a difficult thing to do nowadays.

The main character, Kirai Kencana is a half human – tiger hybrid who has the ability to communicate with animals and she has a deep special connection with tigers. It is inspiring how she is a bullied kid but doesn't choose the path of revenge upon her bullies. Instead, she chooses to get stronger by studying martial art in order to protect herself and those around her that are dear to her. As the guardian of the forest, she decided to take herself in a journey to get rid of illegal poachers in her forest. Even after finding out that the leader of the illegal poachers is her own flesh and blood, she still stands strong and chooses to take down the leader. That quality of her is so righteous; she didn't sacrifice the forest for her family. Instead, she chooses to take action for the greater good.

All in all, the elements of the film are quite similar to other hero type films out there. However, the little things they used for the story are what make them unique. It is so rare to see a film/movie with illegal poaching as its theme. Most film studios use animated film for

this theme but group 4 managed to pull this off and for that, this film is worthy enough to be labeled as one of the greatest films in the film industry.

4.2 Correspondence

REQUESTING PERMISSION LETTER FROM COMPANY TO MEDIA

Group 4
Jl. Kemanggisan Ilir III No, 45, Jakarta Barat
Telp. 021-5345830

Nomor : 1/GP/I/01
Lamp : 1 (satu) lembar
Hal : Offer for Film Production Screening Corporation

Kepada Yth.
Product Director PT. IFLIX INDONESIA
Jl. Adityawarman No. 55
Jakarta Selatan

Sincerely,

We are from Group 4 with this letter that proposes to offer cooperation with PT. Iflix Indonesia to become our film production screening company which is named Kirai Kencana, a Fierce Young Hero of Tiger Sumatra on the Iflix application.

If PT. Iflix Indonesia is willing to become our film production screening company, then we will provide a comparable compensation.

For the mechanism of cooperation, we will explain further if PT. Iflix Indonesia is interested in the cooperation offer that we convey.

Thus, we convey this letter of cooperation offer, thank you for your attention and cooperation.

NB: We will wait for a copy from Mr / Ms the leadership of PT. Iflix Indonesia no later than 16 days after this letter, Mr / Ms received.

Jakarta, 2 Februari 2021

Best regards,

Group 4

Abyana Maheswara
Manager Marketing

REPLY FROM MEDIA TO COMPANY:

PT. IFLIX INDONESIA
St. Adityawarman No. 55
SOUTH JAKARTA

No. : 1/GP/I/01

3 February 2021

Group 4
St. Kemanggisan Ilir III No, 45
West Jakarta

Page : A reply to the request for cooperation

Attachment : 1 (one)

Dear,

Group 4

Based on the Cooperation Application Letter number 1/GP/I/01 on February 2, 2021, we hereby, PT Iflix Indonesia decided to be willing to cooperate with PT. XXXX in terms of showing a film production entitled Kirai Kencana, a *Fierce Young Hero of Tiger Sumatra* on Iflix.

After this you are required to send a cooperation agreement file agreement which contains matters relating to the payment system cooperation along with a Cooperation Agreement Contract Letter that must be filled in and signed.

Make sure to learn the contents of the Cooperation Agreement Letter and the Cooperation Agreement Letter attached to this cooperation reply letter.

Thus, our letter of reply to our request. I hope we can establish a good long-term partnership.

Best regards,

PT. IFLIX INDONESIA

Kristin Chand
Product Director