



*Colors and Costumes to Support the Character “Revengeful” from the Main Character in the Movie  
“KALA”*

**Undergraduate Thesis**

**Submitted as one the requirements to obtain**

**Sarjana Ilmu Komunikasi**

By:

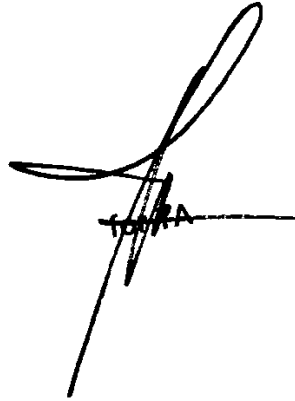
Zildziany Kautsar

009201900090

**FACULTY OF HUMANITIES  
COMMUNICATION STUDY PROGRAM  
CIKARANG  
JUNE,2023**

**EXAMINATION PANEL  
VALIDITY SHEET**

The Panel of Examiners declares that the thesis entitled “**Artistic: Colors and Costume to Support the Character “Revengeful” from the Main Character in the Movie “KALA”**” that was submitted by Zildziany Kautsar majoring in Film & Television from the Faculty of Humanities was assessed and approved to have passed the Oral Examinations on May 31th, 2023.

A handwritten signature in black ink, appearing to be 'Arda Muhlisiun', with a large, stylized flourish above the name.

**Arda Muhlisiun, S.Sn., M.Sn**  
**Chairman of Panel and Examiner I**

A handwritten signature in black ink, appearing to be 'Yohanes Yoga Prayuda', with a large, stylized flourish above the name.

**Yohanes Yoga Prayuda, S.Sn., M.Sn.**  
**Examiner II**

A handwritten signature in black ink, appearing to be 'Hari Suryanto', with a large, stylized flourish above the name.

**Hari Suryanto, S.Sn., M.Sn.**  
**Final Project Advisor**

## STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of the thesis/final project/business plan (underline that applies) stated below:

Name : Zildziany Kautsar  
Student ID number : 009201900090  
Study Program : Communication  
Faculty : Humanities

I hereby declare that my thesis/final project/business plan entitled "Colors and Costumes to Support the Character "Revengeful" from the Main Character in the Movie "KALA" is to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism detected in this thesis/final project/business plan, I am willing to be personally responsible for the consequences of these acts of plagiarism and will accept the sanctions against these acts in accordance with the rules and policies of President University.

I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Cikarang, 14 June 2023

A handwritten signature in black ink, appearing to read 'Zildziany Kautsar', with a small star-like mark above the 'y'.

(Zildziany Kautsar)

## SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST

As a student of the President's University, I, the undersigned:

Name : Zildziany Kautsar  
Student ID number : 009201900090  
Study Program : Communication

for the purpose of development of science and technology, certify, and approve to give President University a non-exclusive royalty-free right upon my final report with the title:

**“Artistic: Colors and Costume to Support the Character “Revengeful” from the Main Character in the Movie “KALA”**

With this non-exclusive royalty-free right, President University is entitled to converse, to convert, to manage in a database, to maintain, and to publish my final report. There are to be done with the obligation from President University to mention my name as the copyright owner of my final report.

This statement I made in truth.

Cikarang, 14 June 2023

A handwritten signature in black ink, appearing to read 'Zildziany Kautsar', with a stylized flourish at the end.

(Zildziany Kautsar)

## ADVISOR APPROVAL FOR JOURNAL/INSTITUTION'S REPOSITORY

As a lecturer of the President's University, I, the undersigned:

Advisor Name : Hari Suryanto, S.Sn., M.Sn.  
NIDN : 0402096901  
Study program : Communications  
Faculty : Humanities

Declare that following thesis :

Title of thesis : "Artistic: Colors and Costume to Support the Character "Revengeful" from the  
Main Character in the Movie "KALA"  
Thesis author : Zildziany Kautsar  
Student ID number : 009201900090

will be published in the journal/institution's repository

Cikarang, 14 June 2023



(Hari Suryanto, S.Sn., M.Sn.)

## PLAGIARISM CHECK

Zildziany\_Kautsar-009201900090\_Thesis.docx

### ORIGINALITY REPORT

2%

SIMILARITY INDEX

2%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

### PRIMARY SOURCES

1

[repository.president.ac.id](https://repository.president.ac.id)

Internet Source

1%

2

[proceedings.unimal.ac.id](https://proceedings.unimal.ac.id)

Internet Source

<1%

3

de Lima, Edirlei Everson Soares, Bruno Feijó, Antonio L. Furtado, Cesar Tadeu Pozzer, and Angelo E.M. Ciarlini. "Director of Photography and Music Director for Interactive Storytelling", 2010 Brazilian Symposium on Games and Digital Entertainment, 2010.

Publication

<1%

4

[kuman.animepaper.net](http://kuman.animepaper.net)

Internet Source

<1%

Exclude quotes Off

Exclude matches Off

Exclude bibliography On

# GPT

The screenshot shows a web browser window with the URL `gptzero.me`. The page content includes:

- Stats**
- Average Perplexity Score: 492.255**
- A progress bar for the Average Perplexity Score.
- A definition: "A document's perplexity is a measurement of the randomness of the text"
- Burstiness Score: 1114.199**
- A progress bar for the Burstiness Score.
- A definition: "A document's burstiness is a measurement of the variation in perplexity"
- A note: "Your sentence with the highest perplexity, *"Narrative Strategy"*, has a perplexity of: 7195"
- A **Help** button in the bottom right corner.

The browser's taskbar at the bottom shows the Windows logo, a search bar, and various application icons. The system tray on the right indicates the time is 14:14 and the date is 15/06/2023.

## **Abstract**

---

The film "KALA" is a short film in the family drama genre that tells the story of a father's regret for his son. The choice of theory used is the color of the costume to visualize the story by explaining the character's personality and describing the emotional state, as well as conveying the character's social status. The choice of black to convey the essence of revenge and blue to give the essence of sadness in character, by bringing together production ideas and concepts including the Producer, Director, Sound, and Editor with the aim of this writing is to show the role of color and wardrobe in creating vengeful characters in the movie KALA

***Keywords: Costume, Colour, Artistic, Design, filmmaker***

---



## Acknowledgment

My gratitude goes to ALLAH SWT for the Research and Final Project Report entitled Colors and Costumes to support the character "Revengeful" the main character in the film "KALA" has been completed in a short time. I gained a lot of valuable experiences and lessons during the research process, from preparing the production design to the implementation of the production of this film.

I would not have been able to finish this thesis without the support of various parties who have been willing to guide, guide, help, and support the making of this thesis. I thank you very much to:

1. My beloved parents, Mr. Irfan Wijaya and Mrs. Musleni, always pray for, accompany, educate, raise, and support me endlessly. I thank them for their endless support while I was working on my thesis and final project.
2. I would not have completed this thesis without the support and guidance of Mr. Raudy Gathmyr, S.Sos., M.Sc., Head of the Communication Studies Program at President University, and I would like to thank my thesis supervisor as well as the head of the FTV Coordinator Mr. Hari Suryanto, S.Sn, M.Sn and the head of the FTV Coordinator
3. All lecturers of the Communication Studies program for their knowledge and dedication while I was here. Especially to all my lecturers and practitioners who have taught me a wealth of knowledge and expertise in the field of Film and Television concentration which is very valuable to me in the future.
4. To my colleagues who have prepared the thesis for the final project we have been working on for the past few months. Patricia Christine Angelina Ruru, Annisa Salsabila, Davi Rafflialdy, Apriliani Rachmani Pratama, and Feby Zubaidah for their sweat, blood, enthusiasm, persistence, dedication, and commitment in completing this final assignment and thesis. I look forward to working with you in the future and hopefully, this can be a stepping stone for us to work more and work together.
5. The entire crew in the KALA film who have worked together effectively to ensure that the pre-production to post-production stages run well and on time

Bekasi, May 2023



Zildziany Kautsar

## Table of Contents

<b>CHAPTER I</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
<b>I.I Background</b> .....	<b>1</b>
<b>1.2 Subject</b> .....	<b>2</b>
<b>1.3 Subject Material</b> .....	<b>2</b>
<b>1.4 Research Purpose</b> .....	<b>2</b>
<b>1.5 Research Question</b> .....	<b>2</b>
<b>1.6. Artistic Research Approach</b> .....	<b>2</b>
<b>1.6.1. Narrative Strategy</b> .....	<b>4</b>
<b>1.6.2. Visual Strategy</b> .....	<b>4</b>
<b>1.7. Implementation of Subjects to Narrative</b> .....	<b>5</b>
<b>CHAPTER II</b> .....	<b>7</b>
<b>PRODUCTION PURPOSES</b> .....	<b>7</b>
<b>II.1 Form of Film Work</b> .....	<b>7</b>
<b>Genre : Family Drama</b> .....	<b>7</b>
<b>II.3 Production Team</b> .....	<b>7</b>
<b>CHAPTER III</b> .....	<b>9</b>
<b>PRODUCTION DESIGN</b> .....	<b>9</b>
<b>III.1 Scenario Analysis</b> .....	<b>9</b>
<b>III.1.1 Message Analysis</b> .....	<b>9</b>
<b>III.1.2. Character Analysis</b> .....	<b>10</b>
<b>Figure 1 - Talent Tiara</b> .....	<b>10</b>
<b>Figure 2 - Talent Tiara Kecil</b> .....	<b>11</b>
<b>Figure 3 - Illustration of talent Bapak</b> .....	<b>12</b>
<b>III.1.3. Setting Analysis</b> .....	<b>13</b>
<b>III.1.3.1. Setting Analysis</b> .....	<b>13</b>
<b>Figure 4 - Illustration of Tiara's Bedroom</b> .....	<b>13</b>
<b>Figure 5 - Illustration of house</b> .....	<b>13</b>
<b>Figure 6 - Illustration of Tiara's young bedroom</b> .....	<b>14</b>
<b>Figure 7 - Illustration of garage door</b> .....	<b>14</b>
<b>Figure 8 - Illustration of Kitchen</b> .....	<b>15</b>
<b>Figure 9 - Illustration of living room</b> .....	<b>15</b>
<b>Figure 10 - Illustration of inside car</b> .....	<b>16</b>
<b>III.1.3.2. Props dan Vehicle Analysis</b> .....	<b>16</b>
<b>Figure 11 - Illustration of towel</b> .....	<b>16</b>

<b>Figure 12 - Illustration of phone .....</b>	<b>17</b>
<b>Figure 13 - Illustration of bed tiara's .....</b>	<b>17</b>
<b>Figure 14 - Illustration of fake nails .....</b>	<b>18</b>
<b>Figure 15 - Illustration of coffee.....</b>	<b>18</b>
<b>Figure 16 - Illustration of notes paper.....</b>	<b>19</b>
<b>Figure 17 - Illustration of polaroid photo .....</b>	<b>19</b>
<b>Figure 18 - Illustration of Rack photo.....</b>	<b>19</b>
<b>Figure 19 - Illustration of calendar.....</b>	<b>20</b>
<b>Figure 20 - Illustration of tissue .....</b>	<b>20</b>
<b>Figure 21 - Illustration of Dolls.....</b>	<b>21</b>
<b>Figure 22 - Illustration of Lamp .....</b>	<b>21</b>
<b>Figure 23 - Illustration of laptop.....</b>	<b>22</b>
<b>Figure 24 - Illustration of Vas flower .....</b>	<b>22</b>
<b>Figure 25 - Illustration of book notes .....</b>	<b>23</b>
<b>Figure 26 - Illustration of clock.....</b>	<b>23</b>
<b>Figure 27 - Illustration of Table Work Desk .....</b>	<b>24</b>
<b>Figure 28 - Illustration of Book rack.....</b>	<b>24</b>
<b>Figure 29 - Illustration of Picture's frame .....</b>	<b>25</b>
<b>Figure 30 - Illustration of Banner .....</b>	<b>25</b>
<b>Figure 31 - Illustration of Bag.....</b>	<b>26</b>
<b>Figure 32 - Illustration of Key's House .....</b>	<b>26</b>
<b>Figure 33 - Illustration of Study desk.....</b>	<b>27</b>
<b>Figure 34 - Illustration of Drawing book .....</b>	<b>27</b>
<b>Figure 35 - Illustration of Color pencil.....</b>	<b>28</b>
<b>Figure 36 - Illustration of Story book.....</b>	<b>28</b>
<b>Figure 37 - Illustration of Kids poster .....</b>	<b>29</b>
<b>Figure 38 - Illustration of Bed young Tiara's .....</b>	<b>29</b>
<b>Figure 39 - Illustration of Dolls.....</b>	<b>30</b>
<b>Figure 40 - Illustration of Table lamp .....</b>	<b>30</b>
<b>Figure 41 - Illustration of pomp.....</b>	<b>31</b>
<b>Figure 42 - Illustration of Bicycle .....</b>	<b>31</b>
<b>Figure 43 - Illustration of Box.....</b>	<b>32</b>
<b>Figure 44 - Illustration of dining table .....</b>	<b>32</b>
<b>Figure 45 - Illustration of White cloth.....</b>	<b>33</b>
<b>Figure 46 - Illustration of Car .....</b>	<b>33</b>

III.1.3.3. Wardrobe Analysis .....	33
Figure 47 - Wardrobe illustration of Tiara's .....	33
Figure 48 - Wardrobe illustration of Tiara .....	34
Figure 49 - Wardrobe illustration of young Tiara .....	35
Figure 50 - Wardrobe illustration of young Tiara .....	35
Figure 51 - Wardrobe Illustration of Father.....	36
Figure 52 - Wardrobe Illustration of young Father .....	36
Figure 53 - Wardrobe Illustration of young Father .....	37
Figure 54 - Wardrobe Illustration of young Father .....	37
Makeup and Hair style Analysis.....	38
Tiara (27).....	38
Figure 55 - Illustration of Tiara's Make up .....	38
Tiara (kecil).....	38
Figure 56 - Illustration of young Tiara's Make up.....	38
Ayah.....	39
Figure 57 - Illustration of Father make up .....	39
III.2. Logline.....	39
III.3. Film Statement .....	39
II.4. Scenario.....	40
III.5. Result of Scenario Analysis.....	49
III.6. Film Breakdown .....	57
III.6.1.2. Production Breakdown.....	57
III.6.1.3. Master Breakdown .....	58
III.6.2. Directing Breakdown .....	59
III.6.2.1. Cast Breakdown.....	59
III.6.4. Cinematography Breakdown.....	61
III.6.4.1 Shot List .....	61
III.7 Creative Concept .....	68
III.8. Hunting Plan / Survey .....	70
III.8.1. Talent / Cast Hunting .....	70
All film locations are in one location; therefore, we conducted a survey to find houses located in Cikarang.71	
Rumah Oakwood Residence Lippo Cikarang .....	71
2. Teguh Sugiarto/Totos Rasiti as Andre (Bapak).....	76

<b>CHAPTER IV.....</b>	<b>78</b>
<b>PRODUCTION REPORT.....</b>	<b>78</b>
<b>CHAPTER V.....</b>	<b>80</b>
<b>CONCLUSION AND RECOMMENDATION.....</b>	<b>80</b>
<b>V1. Conclusion.....</b>	<b>80</b>
<b>V2 Recommendation.....</b>	<b>80</b>
<b>REFERENCES.....</b>	<b>81</b>
<b>APPENDICES.....</b>	<b>82</b>
<b>Director shoot.....</b>	<b>82</b>
<b>Floor Plan.....</b>	<b>83</b>
<b>Camera Report.....</b>	<b>86</b>
<b>Sound Report.....</b>	<b>89</b>
<b>Continuity Report.....</b>	<b>93</b>
<b>Shooting Schedule.....</b>	<b>94</b>
<b>Timeline Workflow.....</b>	<b>95</b>
<b>Crew List.....</b>	<b>95</b>
<b>Talent List.....</b>	<b>98</b>
<b>Location Map.....</b>	<b>98</b>
<b>Location Agreement.....</b>	<b>100</b>
<b>Crew Agreement.....</b>	<b>103</b>
<b>Production Report.....</b>	<b>10</b>

## List of Figures

<b>Figure 1 - Talent Tiara.....</b>	<b>10</b>
<b>Figure 2 - Talent Tiara Kecil.....</b>	<b>11</b>
<b>Figure 3 - Illustration of talent Bapak .....</b>	<b>12</b>
<b>Figure 4 - Illustration of Tiara's Bedroom .....</b>	<b>13</b>
<b>Figure 5 - Illustration of house.....</b>	<b>13</b>
<b>Figure 6 - Illustration of Tiara's young bedroom .....</b>	<b>14</b>
<b>Figure 7 - Illustration of garage door.....</b>	<b>14</b>
<b>Figure 8 - Illustration of Kitchen.....</b>	<b>15</b>
<b>Figure 9 - Illustration of living room.....</b>	<b>15</b>
<b>Figure 10 - Illustration of inside car.....</b>	<b>16</b>
<b>Figure 11 - Illustration of towel .....</b>	<b>16</b>
<b>Figure 12 - Illustration of phone.....</b>	<b>17</b>
<b>Figure 13 - Illustration of bed tiara's .....</b>	<b>17</b>
<b>Figure 14 - Illustration of fake nails .....</b>	<b>18</b>
<b>Figure 15 - Illustration of coffee .....</b>	<b>18</b>
<b>Figure 16 - Illustration of notes paper.....</b>	<b>19</b>
<b>Figure 17 - Illustration of polaroid photo .....</b>	<b>19</b>
<b>Figure 18 - Illustration of Rack photo.....</b>	<b>19</b>
<b>Figure 19 - Illustration of calendar.....</b>	<b>20</b>
<b>Figure 20 - Illustration of tissue.....</b>	<b>20</b>
<b>Figure 21 - Illustration of Dolls.....</b>	<b>21</b>
<b>Figure 22 - Illustration of Lamp .....</b>	<b>21</b>
<b>Figure 23 - Illustration of laptop.....</b>	<b>22</b>
<b>Figure 24 - Illustration of Vas flower .....</b>	<b>22</b>
<b>Figure 25 - Illustration of book notes .....</b>	<b>23</b>
<b>Figure 26 - Illustration of clock.....</b>	<b>23</b>
<b>Figure 27 - Illustration of Table Work Desk.....</b>	<b>24</b>
<b>Figure 28 - Illustration of Book rack.....</b>	<b>24</b>
<b>Figure 29 - Illustration of Picture's frame .....</b>	<b>25</b>
<b>Figure 30 - Illustration of Banner.....</b>	<b>25</b>
<b>Figure 31 - Illustration of Bag.....</b>	<b>26</b>

<b>Figure 32 - Illustration of Key's House</b> .....	<b>26</b>
<b>Figure 33 - Illustration of Study desk</b> .....	<b>27</b>
<b>Figure 34 - Illustration of Drawing book</b> .....	<b>27</b>
<b>Figure 35 - Illustration of Color pencil</b> .....	<b>28</b>
<b>Figure 36 - Illustration of Story book</b> .....	<b>28</b>
<b>Figure 37 - Illustration of Kids poster</b> .....	<b>29</b>
<b>Figure 38 - Illustration of Bed young Tiara's</b> .....	<b>29</b>
<b>Figure 39 - Illustration of Dolls</b> .....	<b>30</b>
<b>Figure 40 - Illustration of Table lamp</b> .....	<b>30</b>
<b>Figure 41 - Illustration of pomp</b> .....	<b>31</b>
<b>Figure 42 - Illustration of Bicycle</b> .....	<b>31</b>
<b>Figure 43 - Illustration of Box</b> .....	<b>32</b>
<b>Figure 44 - Illustration of dining table</b> .....	<b>32</b>
<b>Figure 45 - Illustration of White cloth</b> .....	<b>33</b>
<b>Figure 46 - Illustration of Car</b> .....	<b>33</b>
<b>Figure 47 - Wardrobe illustration of Tiara's</b> .....	<b>33</b>
<b>Figure 48 - Wardrobe illustration of Tiara</b> .....	<b>34</b>
<b>Figure 49 - Wardrobe illustration of young Tiara</b> .....	<b>35</b>
<b>Figure 50 - Wardrobe illustration of young Tiara</b> .....	<b>35</b>
<b>Figure 51 - Wardrobe Illustration of Father</b> .....	<b>36</b>
<b>Figure 52 - Wardrobe Illustration of young Father</b> .....	<b>36</b>
<b>Figure 53 - Wardrobe Illustration of young Father</b> .....	<b>37</b>
<b>Figure 54 - Wardrobe Illustration of young Father</b> .....	<b>37</b>
<b>Figure 55 - Illustration of Tiara's Make up</b> .....	<b>38</b>
<b>Figure 56 - Illustration of young Tiara's Make up</b> .....	<b>38</b>
<b>Figure 57 - Illustration of Father make up</b> .....	<b>39</b>

## List of Tables

<b>Table 1 - location and setting breakdown .....</b>	<b>57</b>
<b>Table 2 - production breakdown .....</b>	<b>57</b>
<b>Table 3 - Master Breakdown.....</b>	<b>58</b>
<b>Table 4 - Cast Breakdown .....</b>	<b>59</b>
<b>Table 5 - Props Breakdown.....</b>	<b>59</b>
<b>Table 6 - Wardrobe Breakdown .....</b>	<b>60</b>
<b>Table 7 - Makeup and Hair style Breakdown.....</b>	<b>60</b>
<b>Table 8 - Vehicle Breakdown .....</b>	<b>60</b>
<b>Table 9 - Shot List .....</b>	<b>61</b>
<b>Table 10 - Sound Breakdown.....</b>	<b>63</b>
<b>Table 11 - Editing Breakdown .....</b>	<b>66</b>



