



**EFFECTIVE AND EFFICIENT USE OF FINANCIAL
MANAGEMENT AS A PRODUCER OF THE FILM WES
KOLO TITI MANGSANE: WAYANG ORANG BHARATA
DOCUMENTARY**

FINAL PROJECT

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi (S.I. Kom.)**

By :

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009202200090

FACULTY OF SOCIAL SCIENCE AND EDUCATION

COMMUNICATION SCIENCE STUDY PROGRAM

CIKARANG

SEPTEMBER, 2025

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ANTI-PLAGIARISM (TURNITIN) RESULT REPORT



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ABSTRACT

This study discusses the role of producers in the design and implementation of the independent documentary film *Wes Kolo Titi Mangsane: Wayang Orang Bharata* using a low-budget approach. As a producer, the author emphasizes the managerial aspects of production, from conceptualizing ideas, budgeting, scheduling, organizing the crew, to overseeing the entire production process. The low-budget method was chosen not only as a financial efficiency strategy but also as a creative approach that allows for a more intimate connection with the film's subject, the Wayang Orang Bharata artists.

Given the limited resources, the producer designed a production strategy that prioritized the use of simple equipment, optimizing the crew with specific competencies, and managing distribution through community-based networks and digital platforms. This low-budget production management does not compromise the quality of the content but rather strengthens the authenticity of the narrative being built. This approach demonstrates that the producer's role in independent film production is not limited to administrative functions but also significantly contributes to maintaining artistic vision consistency, process sustainability, and the effectiveness of conveying cultural messages to the audience.

This study shows that the managerial strategies employed by producers in low-budget documentary film production can serve as an alternative production model that is adaptive, efficient, and relevant to the independent film community in Indonesia, while also functioning as a medium for preserving traditional arts amid the tide of globalization.

Keywords: producer, independent documentary film, production management, effective and efficient use of financial management, low-budget methods, Wayang Orang Bharata.

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