

THE USE OF PARTICIPATORY STYLE IN THE DOCUMENTARY “THE COVE” TO INFLUENCING THE IDEOLOGY OF THE AUDIENCE

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ABSTRACT

Documentary is a genre of movie that presents facts to its audience. Various styles can be used in documentary, one of which is participatory style. The Cove movie uses a participatory style, known as participant observation. This style can bring the audience to feel the same situation as the filmmaker in the movie, so that it can cause a strong influence to the audience. The Cove is a film that shows the cruelty of the captivity industry from the perspective of an activist named Richard O’Barry. In its development, The Cove later became not only an ordinary documentary movie but also a medium of resistance to the captivity industry. The Cove is used as a media campaign as well as educational media to provide information to the community related to the “save the dolphins” movement. The method used in this study is a qualitative method, where the data analysis method used is a qualitative-interpretative method. This research aims to determine the use of participatory style to conveying messages to the audience. The Cove have a strong impact on society because of the choice of documentary style and the use of appropriate visual and verbal elements of the movie, so that the public can be influenced by the ideology displayed in the movie.

Keywords: documentary; participatory; The Cove; Dolphins

PRELIMINARY

The Cove movie produced in 2009 influenced the massive movement of saving dolphins throughout the world, including Indonesia. The dolphins attraction such as dolphin circus is an act of exploitation that is contrary to the principles of conservation and education, in which there are many practices of violations of the principles of animal welfare. In Indonesia, dolphins are one of the wild animals protected by the state. Dolphins also have a closeness with humans. There are many stories related to dolphins such as fishermen who are helped by dolphins while floating in the sea, surfers saved by dolphins from shark attacks, and many other stories. The practice of exploiting dolphins has begun to become a concern in Indonesia since the exposure of cruelty to circus dolphins, including the use of hungry methods to train dolphins, packaging dolphins in wooden boxes when shipping between regions, and other forms of cruelty. Until early 2020, Indonesia was still one of the countries that legalized the mobile dolphin circus.

The Cove documentary is one of the campaign media used in save the dolphins movement in Indonesia. The Cove effectively provides major changes in society when used as a media campaign because the movie is able to deliver audio and visual messages to the audience. The Cove film deliver messages using participatory style, which makes the viewer seem to be involved in the film, to see from the filmmaker perspectives and feel what is happening in the film so that it can influence the ideology of the audience. This is interesting to study considering the dolphins issue is not a popular issue among Indonesian people. The Cove as a media campaign was able to bring a big change in the movement to save dolphins

in Indonesia until the issuance of an official order to ban mobile dolphins circus in Indonesia in February 2020.

The purpose of this study is to examine the participatory style in The Cove movie so that it can influence the audience's ideology. This research is important to do because The Cove is able to encourage the massive movement of saving dolphins globally. This research is expected to be able to contribute in completing the results of previous research, contribute ideas and complete existing studies of documentary films, as well as being a reference for filmmakers and stakeholders in producing documentary films that are able to influence the wider community.

Theoretical review

1. Documentary Films

Documentary movies are not reproductions of reality but representations of the world we live in. Documentary movies stimulate the curiosity of the audience, by conveying logical, rhetorical and persuasive information as well as poetic events that promise information, knowledge, insight and awareness (Nichols, 2001: 10). In the book *Documentary Storytelling* by Shila Carrant Bernard, it is stated that by showing evidence and information, the audience is given the opportunity to be able to feel the story personally and anticipate scenes and follow the storyline actively.

Documentary movies can be divided into six types according to the style of the movies, including: poetic, expository, participatory, observational, reflexive, and performative. The Cove film uses a participatory style, known as participant observation. This style can bring the audience to feel in the same situation as the filmmaker. Participatory documentary movies can have a strong influence to the audiences, so that the movie is able to give a strong impact. The distinctive feature of this documentary movie style is the direct involvement of the filmmaker with his object. This leads the audience to be able to feel and witness the dialogue between the filmmaker and the object of the film.

The documentary is also divided into several genres. According to Gerson in the book *"Documentary From Ideas to Production"*, the classification in the documentary movie genre is formed from various movies which have a common theme, setting, and shape. The Cove documentary genre is investigation, where the documentary tells the story of an investigation of an object that records facts, observations, experiments and so on with the aim of obtaining answers to these questions.

2. The Cove Movie

The Cove documentary outlines the story of cruelty in the dolphins shows industry. In Taiji, Japan, local fishermen hide the horrific facts about the capture and mass killing of dolphins. Catching dolphins in Taiji is related to the supply of dolphins for dolphin shows in several regions of the world. Activist Ric O'Barry, along with director Louis Psihoyos and The Ocean Preservation Society, revealed this cruel practice.

During the film, the audience was confronted with the activism activities of Ric and his team documented by Louis Psihoyos, as well as the efforts they made to make the The Cove movie in order to expose the cruelty that occurred at Taiji. The Cove which was officially released on July 31, 2009 in the United States has won many awards including the Academy Award for Best Documentary Feature, winner of the Best Documentary Environmental Media Awards (2009), Winner of the Best Documentary New York Film Critics Online (2009), Winner of The Audience International Documentary Festival Amsterdam awards, and dozens of other awards

Research methods

This study used qualitative research methods. The subject in this research was the documentary *The Cove* movie. The object of research in this study is the study of the use of participatory styles in the documentary movies to influence audience ideology.

Researchers used snowballing sampling techniques. Some of the initial informants in this study were activists from foundations and local communities in Bali, activists from Jaan Indonesia, and Ric O'Barry who is the main character in the film *The Cove*. The research location is Bali.

The analysis technique used in this study is a qualitative-interpretative method, which is a method that focuses on signs and texts as objects of study, and how researchers interpret and understand the code behind these signs. Simply stated, the film can be seen as a text because in the film there are signs that contain meaning. The results of the study will be presented descriptively analytically through description and supported with tables and figures.

DISCUSSION

Dolphin exploitation occurs in many parts of the world in various forms. In Indonesia, the most common form of dolphin exploitation takes place in a mobile dolphins circus, wrapped in a demonstration package for educational purposes. Until early 2020, Indonesia was also the only country that still legalized the dolphin circus. Jaan Indonesia is one of the organizations in Indonesia that actively carries out resistance movements against dolphins exploitation. Jaan Indonesia collaborates with the Dolphin Project, a dolphin rescue organization formed by Ric O 'Barry, the main character in the *The Cove* movie. Jaan Indonesia has been actively carrying out dolphin rescue campaigns since 2008. The *Cove* movie screening by Jaan Indonesia has been carried out in various parts of Indonesia including Bali.

Since starting dolphins campaign with *The Cove* movie screening, Jaan Indonesia has acknowledged that significant changes have taken place in the field. Various movements from local communities and organizations in various regions of Indonesia have sprung up, including the rejection of mobile dolphins circus in Balikpapan, Samarinda, Medan, Solo, and Yogyakarta. In Bali, there was a rejection of dolphin show at Wake Park, located in Keramas, Bali.

In the *The Cove* movie, participatory style is built by gathering elements of documentary films and packaged in the investigation genre. The combination of participatory style and investigation genre able to bring the audience as if they are directly involved in the movie, discover the facts of cruelty in dolphins exploitations by investigation, so that the audience becomes influenced by the ideology offered by the *The Cove* movie: save the dolphins, do not support dolphin show, don't buy tickets for dolphin show, empty the tanks.

The elements of the documentary film must be arranged, reprocessed, arranged in the presentation structure so that the message to be conveyed can be well received by the audience. The elements of documentary movies are divided into visual elements and verbal elements. In the book *An Introduction to Film Studies*, the third edition, by Jill Neldes, it is mentioned that the visual and verbal elements commonly used in a documentary are:

1. Visual elements, consisting of:

(1) Reactive observationalism

Documentary filmmaking with as much material as possible taken directly from the subject being filmed. This relates to the accuracy of the observation by the camera director or director.

(2) Proactive observationalism

Making a documentary movie by selecting movie material specifically in connection with previous observations by the camera director or director.

(3) Illustrative mode

An approach to documentaries that attempts to describe directly what the narrator is saying (whose voice is recorded as voice over)

(4) Associative mode

Approach in documentary movies that try to use pieces of the picture in various ways. It is hoped that the metaphorical and symbolic meanings of the literal information in the film can be represented.

2. Verbal Elements:

(1) Overhead exchange

Records of conversations between two or more sources that appear to be recorded accidentally and in person.

(2) Testimony

Records of observations, opinions or information that are honestly expressed by eyewitnesses, experts, and other sources relating to documentary subjects. This is the main purpose of the interview.

(3) Exposition

The use of voice over or people directly dealing with the camera, specifically directs the audience who receives information with their arguments.

In the The Cove movie, the proper use of verbal and visual elements is the key to producing a film that can effectively convey a message to the audience so that it can influence the ideology of the audience. At the beginning of the movie, the audience is placed in the position of the director who is completely "blind" about the dolphin problem. As the film progresses, the audience is then exposed to the facts of the investigation carried out by the director with Ric O'Barry and other figures in the The Cove movie. The facts of cruelty to dolphins are presented one by one in detail with the investigation method. Messages about saving the dolphins began to be inserted through visual and verbal elements in the film, so that the ideology of saving dolphins could influence the audience.

Examples of the use of verbal and visual elements in the documentary film The Cove will be explained in the following scene studies that occur in The Cove:



Figures 1. Screen Shots The Cove 04:16
Source : writer's documentation

Visual element: Reactive Observationalism

The subject filmed in this scene is Louie Psihoyos, director of the film The Cove. The subject is exposed directly to the camera.

Verbal element: Testimony.

The director in the The Cove movie not only appears behind the scenes, but also in front of the screen as one of the cast in this movie. In the early scenes of the The Cove movie, viewers were displayed an interview about the beginning of Louie's interest in Ric O' Barry, where Ric was suddenly canceled as a guest speaker at a marine mammal conference sponsored by Sea World. Sea World has canceled Ric's presence at the conference at the last minute. This raises questions for Louie about who Ric is and why Sea World doesn't like him. This interest then led Louie to meet Ric. Ric said he did something that Sea World didn't like, which was campaigning for dolphins rescue. Ric then invited Louie to follow him to Taiji, Japan, and see the facts behind the dolphins show industry.

In the The Cove, from the beginning of the movie the investigation genre is pronounced. Tensions began to build in the movie, as if the audience was directly involved in the investigation of the cruelty that occurred in Taiji Cove, Japan. One by one, the horror picture of dolphin hunting in Taiji began to be displayed. Thousands of dolphins are herded into a closed cove each year. Of these, some were chosen as the most potential circus dolphins. The rest were not returned to the sea, but were killed in a very cruel way. This was the most shocking parts of the movie.



Figures 2. Screen Shots The Cove 01:01:34
Sumber : writer's documentation

Visual element: Reactive observationalism.

The subject in this scene is Ric O' Barry. Ric was seen holding back tears when he heard the sound recording from Taiji Bay during the dolphin massacre.

Verbal element: Overhead exchange.

The verbal element in this scene is the conversation between the subjects in the scene when listening to the recorded sound of the dolphin slaughter.



Figures 3. Screen Shots The Cove 01:19:23
Sumber : writer's documentation

Visual element: Reactive observationalism

The image in this scene is one of the images that impacts the audience visually. The scene of the dolphins being brutally slaughtered and the color of the sea water turning red caused horror to the audience. Knowing the fact that the slaughter of dolphins occurred due to the capture of dolphins for the needs of the circus and captivity, made the audience feel that the slaughter of dolphins was too cruel and should be stopped. The facts about the slaughter of dolphins in Taiji Cove which are presented openly, raw and uncensored are the strength of the film *The Cove* to be able to lead the audience to believe in the ideology of saving dolphins.

Verbal elements: -

In this scene there is no conversation or voice over. There are only audio recordings of the massacre that occurred. This makes the audience focusing on the visual elements, and made the visual impact even more powerful.

CONCLUSION

The use of *The Cove* as a campaign media to save dolphins can have a strong impact on society because of the right selection of documentary style. *The Cove's* documentary style is participatory, where this style is combined with the investigation genre. Facts about the cruelty that occur in the dolphin show industry are presented through verbal and visual elements in the movie to provide a new perspective to the audience. In the participatory documentary style, the audience seemed to be directly involved in the movie and participated in investigating, exposing the shocking cruelty that occurred in the Taiji cove, Japan. The result, *The Cove* movie managed to become a documentary that influenced the ideology of the audience, causing a massive movement to save dolphins around the world.

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