

# CHAPTER II

## GENERAL REVIEW

### 2.1 About Cut 2 Cut Production



Picture 2.1 Full Team Of Cut 2 Cut Production

Cut 2 Cut Production are a team of passionate workers that always stand ready to help realize the audio creation you envision. With several decades of experience in audio production, Cut 2 Cut Production believe that Cut 2 Cut Production provide the best option. Our passion and dedication together with friendship are the values Cut 2 Cut Production adhere to when completing every job. The love for music and audio is precisely what has made us survive and grow into the expert sound facility Cut 2 Cut production are today.

Radio commercials are on our daily menu, not a day goes by without Cut 2 Cut turning out another radio ad. That's what keeps our spirits up; each radio ad presents its own unique challenges. Especially when considering the more than 200 different regional languages in Indonesia, Cut 2 Cut Production get excited with every radio ad.

The Audio of TV commercials also deserves our dedication, because Cut 2 Cut Production realize that no visual sequence will be able to clearly communicate without the support of good audio. Experience has taught us how to create a composite of the audio elements that meet your expectations and enjoy the liking of your target audience. Musical Scoring and jingle are also part of our everyday responsibility. Because Cut 2 Cut Production know that music is an integral component of radio ads and TV commercials.

Experience is the best teacher. That experience is what sets us apart, it helps us to craft the optimal audio production that faces up to the challenge. Our clients present a rich variety in character, coming not only from Indonesia but from other countries as Singapore, Malaysia, Hong Kong and the United Kingdom. Overcoming the hurdles of differences in language, time zone, customs and habits has cemented the leading position of Cut 2 Cut Productions.

## 2.2 Key Person of Cut 2 Cut Production

### 1. Director and Owner Mr. HARYOKO



Picture 2.2 Mr. Haryoko

Haryoko embarked on his career Audio mastering since 1982 at Sanggar Prathivi when he took up an initial position as Art Director. He eventually took part in numerous roles as leading characters in several drama series aired on Radio. At present, Haryoko is still active in pursuing his career as Voice Talent for various Radio and TV Commercials.

Haryoko's broad and ample experience in audio mastering has braved him to establish his own Audio Studio "Cut2Cut" in 2002, currently situated at Kebon Baru, Tebet South of Jakarta. This is Haryoko personal sanctuary and haven of inspiration, the place where he devotes most of his time, energy and creativity in Audio by collaborating with high profile agencies in this execution of Radio and TV Commercials as Cut 2 Cut Production as Musical Jingles

## 2. Producer Mr Nicko Septiawan

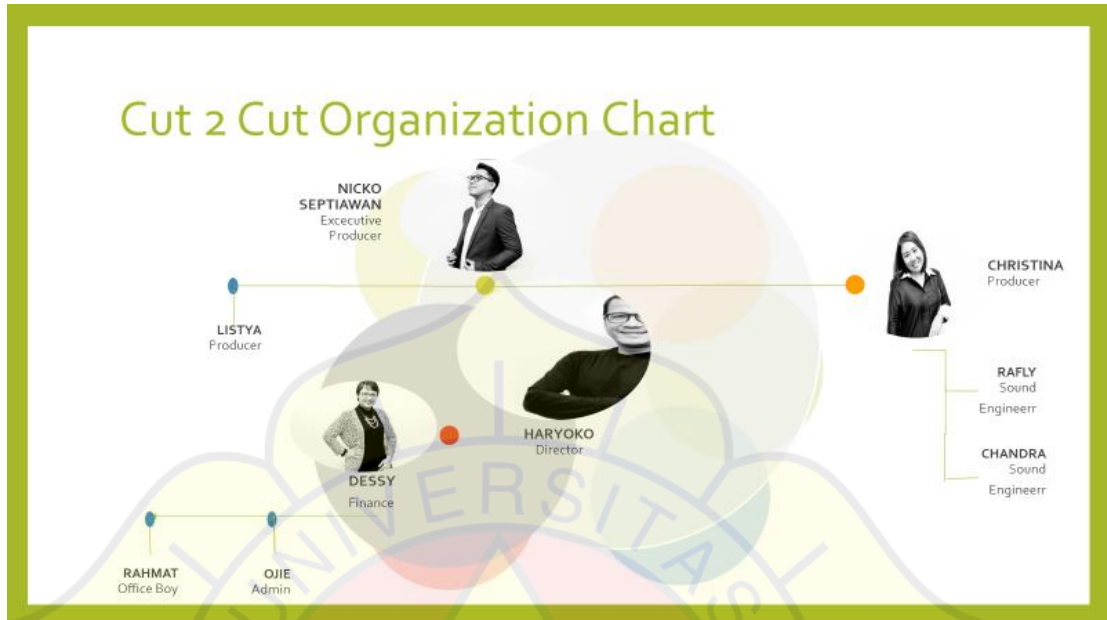


Picture 2.3 Mr Nicko Septiawan

Since 2 years old, Nicko was already being a voice over talent for TVC in 1989. Multi-Talented Producer, Voice Over Talent and having interest in music.

Award Winning in many Advertising contest in Radio Category for Producing & Voice Over. Such as Citra Pariwara in Indonesia (2016), Adfest in Bangkok (2013) and Cannes Lions in France (2015). Circa 1996, He is a singer for cartoon music in local TV, RCTI (OST. Remi).

### 2.3 Cut 2 Cut Organization Chart



## 2.4 Cut 2 Cut Production Services :

### 1. TV Commercial



Picture 2.4 TV Commercial

Visuals will not speak for themselves without being supported by good audio. Cut 2 Cut Production really understand how to align visuals with audio to get maximum results. Because Cut 2 Cut Production have been working on that (Recording & Mixing) since 2002. Experience has taught Cut 2 Cut Production how to create audio compositions that suit your needs. Cut 2 Cut Production have produced hundreds or even thousands of TV Commercial audio

### 2. Radio Commercial



Picture 2.5 Radio Commercial

Radio ads are the pulse of Cut2cut, Because Radio Commercial is a menu of work that Cut 2 Cut Production do every day. There is no day without radio commercials, thousands of radio commercials Cut 2 Cut Production have produced so far. Without realizing this has increased the experience and flying hours, but Cut 2 Cut Production continue to be challenged to help produce radio advertisements both for broadcast and for radio initiatives. Cut 2 Cut Production are also proud of several radio advertisements that have won awards as listed on the work and awards page.

### 3. Radio Drama



Picture 2.6 Radio Drama

Radio drama was once the prima donna of entertainment in Indonesia in the 90s. A story that is packaged in such a way that it is able to stir the emotions of the listener. They are willing to wait and leave the routine just to hear their idol characters in Radio Drama. Until now, there are still many fanatical listeners of radio dramas waiting for new radio dramas.

So far Cut2Cut has produced several radio drama titles, Pelangi diatas Glagah Wangi, Kasih Sepanjang Jalan, Cinta dari tanah Rantau and Karma Wibhangga Radio drama is a challenge for Cut 2 Cut Production, because from writing, character selection to final mixing, everything is done by their team.

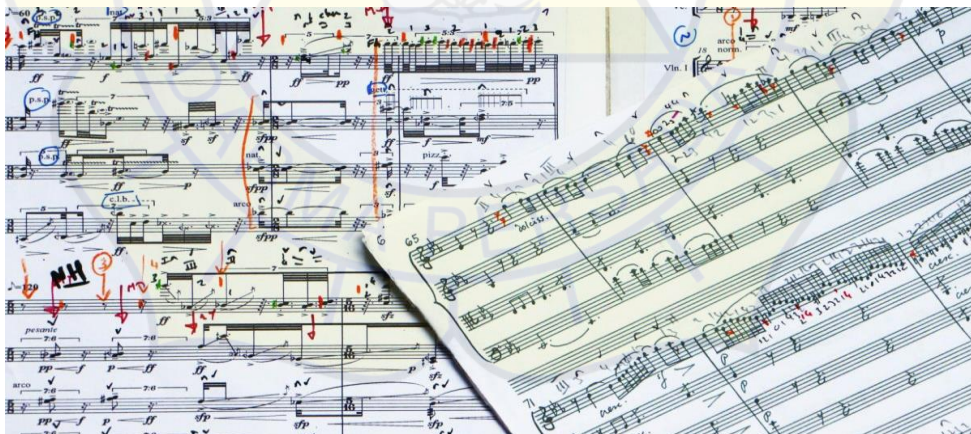
#### 4. Video Presentation



Picture 2.7 Video Presentation

Not only TV and radio advertisements, Cut2cut also helps complete presentation /corporate videos according to customer needed.

#### 5. Jingle/Composition



Picture 2.8 Jingle/Composition

Jingle/Music Scoring cannot be separated from TV/Radio advertisements. Music/jingle composition and harmonization are needed to produce good TV/Radio audio. We provide musicians who are ready to translate the melody according to customer wishes. Cut 2 Cut Production have produced hundreds of jingles.



## 2.5 LIST OF CLIENTS



SAATCHI & SAATCHI



PUBLICIS



McCANN  
WORLDGROUP



dentsu



bates<sup>141</sup> ADVANTAGE



Unilever

THE GUNNERY

Tag:

YELLOWBOX



Agilvy



HOEARTH

DDB Group Singapore

songzu

Of the many clients from Cut 2 Cut Production, here are 3 clients who currently provide the largest turnover to Cut 2 Cut Production, namely:

Client	Since	Service
Unilever	2004	TV Commercial
Tag (Singapore)	2005	TV Commercial
Neon Sound (Singapore)	2004	TV Commercial

## 2.6 Cut 2 Cut Achievement award





**CITRA PARIWARA 2010**  
GOLD



ADFEST  
Made in Asia  
**ADFEST 2011**  
FINALIST



**CLIO 2010**  
SILVER



ADFEST  
Made in Asia

**ADFEST 2010**  
SILVER



**PINASTHIKA 2009**  
GOLD



**CANNES LIONS 2008**  
SILVER



ADFEST  
Made in Asia

**ADFEST 2016**  
GOLD