

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In this globalization era, the field of technology specifically information technology has become a demand and a necessity for human life. Information technology or known as Multimedia has been widely used as a support for human life, for example in supporting the development of economics and business, in the fields of politics, health, socio-culture and education. Multimedia has also been used by various ages, both adults, parents and children, therefore multimedia has become the first option to be used as a tool to promote business and marketing, as well as for education and campaign purposes. Information technology or multimedia is specifically developed to fulfil the interest of parties such as company or business marketing, educational institutes, NGO, Government institutions, public services units, and many more to be able to provide information effectively to a wider audience or specific target audience, depends on the purpose of the information given..

There are various methods being used to get information and understand the contents of information properly such as using conventional methods and creative ways. In fact, many people find that it is difficult to understand the intent and information provided in the conventional way because the display of information and media used is not too interesting or confusing. As a result, important messages from the information which has been communicated cannot be understood perfectly, not even recorded in memory. Vaughan on his book said that Multimedia is

a combination of various media like images, sounds and texts. By using multimedia, it plays an important role to answer the challenges mentioned and the information can be more communicative and received well [1]. In multimedia, Infographic techniques are an alternative way of delivering information that can overcome the shortcomings of conventional methods. Saptodewo wrote that Infographics are a very helpful thing in disseminating information because the information that want to be communicated will be clear and easy to understand [2].

The Institute Of the Study Of Papuan Women's and Children's Empowerment (LP3AP) is one of the institutions that plays a significant role in dealing with issues related to women and children in Papua. The LP3AP's work such as conducting research, providing legal aid, advocacy, campaign as well as public education to raise awareness in the community. Based on the description, the author intends to conduct research for the preparation of the thesis with the title "Designing And Making of Infographic Animation Video of The Institute of the Study of Papuan Women's and Children's Empowerment (LP3AP) Using the Motion Graphic". This video will be used as a tool for media campaign and public education by LP3AP to the community, particularly in Papua.

## **1.2 Statement of the Problem**

Based on the background that has been described, the author use a key research question to explore and answer the challenges in this thesis; *"How to design and make animation infographic of the Institute of the Study of Papuan Women's and Children's Empowerment (LP3AP) using the motion graphic ?"*

### 1.3 Objectives of the Research

The research for this thesis will be focused and limited to as follows :

1. The object of the research is The Institute of the Study of Papuan Women's and Children's Empowerment (LP3AP) in Papua province.
2. The content of this infographic video will be concentrated on the issue of the violence against women and children as main focus of the public awareness program of The Institute of the Study of Papuan Women's and Children's Empowerment (LP3AP) to the community.
3. Using the .mp4 quality HD 720p video file format with 1280p x 720p resolution.
4. The animation techniques that will be used in the video is an animation motion graphic.
5. The process of making video infographics follows the flow of pre-production, production and post-production.
6. Infographic videos made using a type of 2D animation with motion graphics techniques.
7. Stages of research up to the submission of this video infographic to the LP3AP.
8. The software used is Adobe Illustrator CC 2015, Adobe After Effect CC 2015, Adobe Premiere CC 2015, Adobe Audition CC 2017.
9. The video duration ranges from approximately 2 minutes 25 seconds.

### 1.4 Purpose and Objective

Based on the identification of the problem above, the purpose and objectives of this study are:

1. To assist the LP3AP in visualizing information about Violence Against Women and Children in Papua by using Motion Graphic Technique.
2. To be able to apply the principle of animation well therefore the video is easier to understand and more beautiful.
3. To be able to design a video infographic using motion graphics and it expected to support campaign and awareness activities for The Institute of the Study of Papuan Women's and Children's Empowerment.
4. Implementing the knowledge obtained by the author during the study period at Amikom University Yogyakarta.

## **1.5 Research Methods**

The research method is carried out to obtain information about the object of the problem and research, namely:

### **1.5.1 Method of Collecting Data**

#### **1. Observation**

This first method is observing 2D animation ad videos which using motion graphic techniques. This method meant to provide some references for the author related to the motion graphic techniques.

#### **2. Interview**

The author conducted an interview with the director of The Institute of the Study of Papuan Women's and Children's Empowerment, to obtain accurate and valid data in the study as shown on the attachment.

#### **3. Literature**

This method is carried out by searching for and looking at the theory and book references, journals or online publications related to this research.

### **1.5.2 Analysis Methods**

The analysis used in this thesis is the functional requirements and non-functional requirements analysis. These types of analysis are very useful to examine the need and the purpose of the video to be made.

### **1.5.3 Design Methods**

In this method, designing videos includes several stages including:

1. Preproduction
2. Production
3. Postproduction

### **1.5.4 Development Methods**

Conducting the steps on the Pre Production, Production and Post Production stages. Pre-production covers data collection, designing ideas and concepts, character design, and storyboard design. Then, move to the production stage, which is data collection and analysis, data visualisation, character colouring, narrative voice recording, narrative voice editing, animation creation, and file management. After the production phase is complete, then it will continue to the post-production stage such as *management editing, compositing, rendering, and testing*.

### **1.5.5 Testing Methods**

The next method is the method of testing, carried out by testing video infographics and if there is an error, the video infographic will be fixed, and if it



works out well, the process will be continued to the next stage, which is Implementation.

### **1.5.6 Methods of implementation**

The implementation method is that the author will give questionnaires as shown on the attachment page to several groups of community members and then the video file will be submitted to the LP3AP.

## **1.6 Outline**

### **CHAPTER I INTRODUCTION**

This chapter discusses the Background, Statement of problem, Scope of problem, Objectives and purpose of study, Benefits of research, Research methods and Systematics of writing.

### **CHAPTER II THEORETICAL FOUNDATION**

This chapter describes the theoretical reference used, including literature studies, concepts, and multimedia theories and software to be used in designing.

### **CHAPTER III ANALYSIS AND DESIGN**

This chapter discusses an overview of problem, application design and analysis which includes problem's identification, needs analysis and feasibility analysis.

## **CHAPTER IV IMPLEMENTATION AND DISCUSSION**

This chapter discusses about the results of implementing the application design that has been done, testing the program and the results of testing and implementation.

## **CHAPTER V CONCLUSION**

This chapter contains conclusions and suggestions obtained from the discussion in the previous chapter.

## **REFERENCES**

This chapter contains references which support the research and thesis.

