

**OPTIMIZATION OF LIVE SHOOT TECHNIQUE IN
PRODUCING PROMOTIONAL VIDEO OF
CHANNA SNAKEHEAD FISH**

JALUR SCIENTIST

Diajukan untuk memenuhi salah satu syarat mencapai derajat Sarjana
Program Studi S1 Sistem Informasi



disusun oleh

ANDY ALFIAN WAHYU PRATAMA

18.12.0680

Kepada

**FAKULTAS ILMU KOMPUTER
UNIVERSITAS AMIKOM YOGYAKARTA
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Andy Alfian Wahyu Pratama

18.12.0680

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pada tanggal <10 Oktober 2022>

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Menyatakan bahwa karya dengan judul berikut:

Optimization of Live Shot Technique in Producing Promotional Video of Charms Snakehead Fish

Dosen Pembimbing : **Mei P. Kurniawan, M.Kom**

1. Karya adalah benar-benar **ASLI** dan **BELUM PERNAH** diajukan untuk mendapatkan gelar akademik, baik di Universitas AMIKOM Yogyakarta maupun di Perguruan Tinggi lainnya.
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5. Pernyataan ini SAYA buat dengan sesungguhnya, apabila di kemudian hari terdapat penyimpangan dan ketidakbenaran dalam pernyataan ini, maka SAYA bersedia menerima **SANKSI AKADEMIK** dengan pencabutan gelar yang sudah diperoleh, serta sanksi lainnya sesuai dengan norma yang berlaku di Perguruan Tinggi.

Yogyakarta, < 10 Oktober 2022 >

Yang Menyatakan,



Andy Alfian Wahyu Pratama

KATA PENGANTAR

Pertama-tama puji syukur saya panjatkan pada Allah SWT atas terselesaikannya artikel ini dengan baik dan lancar. Skripsi ini saya persembahkan untuk ayah dan ibu tercinta yang tanpa lelah sudah mendukung semua keputusan dan pilihan dalam hidup saya serta tidak pernah putus mendoakan saya.

Terima kasih untuk Bapak Mei P. Kurniawan, M.Kom yang telah memberikan tenaga, waktu, dan pikiran untuk membimbing dan mengarahkan artikel saya hingga saya dinyatakan lulus.

Yogyakarta, < 10 Oktober 2022 >

Penulis



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BAB I **IDENTITAS PUBLIKASI**

Beri penjelasan terkait dengan identitas luaran karya ilmiah anda. Visualkan dalam bentuk tabel sebagai berikut.

Tabel 1. 1 Identitas Publikasi

Nama Jurnal / Prosiding	:	3 rd Borobudur International Symposium 2021
URL Jurnal / Prosiding	:	https://bis.unimma.ac.id/ste/2021/
Nomor Terbitan	:	-
Volume	:	-
Tahun Terbit	:	-
ISSN	:	-
ISBN	:	-
Indexing by	:	Scopus
Penerbit	:	AIP Conference Proceedings
URL Artikel	:	-

BAB II PROSES SUBMIT

2.1 Lembar Review

-Pada akhir Introduction kurang tujuan penelitian



-Menambahkan Langkah metode pembuatan video



-Argumen peneliti perlu ditambahkan di bagian hasil



2.3 Sertifikat (Opsional)



BAB III

ISI KARYA ILMIAH

3.1 Abstract

As a direct consequence of the pandemic, the business world is facing numerous challenges. However, technological advancements in this digital information era are said to be able to help businesses stay afloat. The widespread use of video content as a promotional tool on social media is one of them. The study aims to create a live shoot Channa snakehead fish and analyze how effective the live shoot technique is at increasing Channahomestay's Instagram sales promotion. This live shoot method produces more realistic results and is more entertaining to watch and enjoy as content for followers. DSLRs and smartphones are used to take videos. The use of the live shoot method on Channa snakehead fish video content received a positive response from followers, who expressed an increased interest in seeing and purchasing Channahomestay products on Instagram. Thus, the live shoot method can be used as an alternative in creating promotional content has a positive impact on product sales.

3.2 Introduction

Promotional media plays an important role in the company to convey product information to target customers. However, promotional efforts to get customers is not an easy process. Conventionally, the most powerful promotional tool is advertising media, where paid media can communicate persuasive information about products (ideas, goods, services) or organizations [1]. Responding to the advancement of information technology in industrial revolution 4.0., alternative promotional media that can be used are digital marketing communication media [2]. Digital marketing is a type of marketing that includes branding and employs a variety of media. Blogs, websites, e-mail, AdWords, and various social media networks are examples [3].

Popular social media that utilizes audio and visual media (images and videos) as digital marketing is Instagram [4]. Instagram is a photo and video-sharing app where users can view and comment on each other's photos and videos. Instagram is derived from the words "insta" and "gram," with "insta" deriving from the word "instant" and "gram" deriving from "telegram." In those other words, Instagram is a fast and convenient way to share information or photos with others. Unlike ordinary photos that use ratios, the Instagram photo is square and looks like a Polaroid camera and Kodak Instamatic. Because of the growing popularity of Instagram, many users have ventured into the world of business [5].

The main advantage of using a business-only Instagram account is that it makes promotion easier. Then you can work with Instagram to promote the products or services you offer. Although there are costs associated with promoting or advertising products, sales turnover can improve. The use of digital marketing through Instagram is also carried out by Channahomestay Magelang. Channahomestay Magelang uses Instagram to sell Channa snakehead fish and fish

accessories. Promotions are currently carried out by posting fish videos that have not been edited, and the results are less than optimum.

Motion graphics is a popular technique for creating promotional videos. When applied to flat design objects, this technique produces excellent results [6,7]. As a result, motion graphics are more commonly used to promote flat objects, such as educational institutions [6,8,9], tourist attractions [10], and culinary [11]. When it comes to moving objects, however, motion graphics are less than excellent. The alternative is to apply the live shoot technique to living things [7]. In order to attract potential buyers of Channahomestay Magelang, it is necessary to optimize promotion by maximizing content, specifically the production of fish videos using live shoot techniques, according to previous research. Optimizing the live shoot technique in promotional videos may also be a way to increase promotional reach and sales. The study aims to create a live shoot Channa snakehead fish and analyze how effective the live shoot technique is at increasing Channahomestay's Instagram sales promotion.

3.3 Method

Shooting moving objects in real time is known as live shoot technique. A live shoot can also be described as a video shoot in which post-production editing is required to complete the results. A live shot is a collection of recordings of people or other living things in which create a dramatic scene that is combined with other dramatic events and arranged during the editing process. When all of this is combined, it can create a storyline that draws the audience away.

The research stage can be seen in the flowchart at Figure 1. Preparing various aquarium settings, such as lighting, water clarity, and fish, is the first step in making a live video shoot on Channa snakehead fish. To get the best video, the fish should be actively moving in the direction of the camera. The needs, goals, and target audience are all taken into account when planning and preparing the storyboard. Some of the stages are in the form of preparing facilities, production techniques, operational mechanisms and creative designs. Furthermore, video is captured using the Extreme Close Up (ECU) technique, which focuses on specific parts of the body, such as the mouth, eyes, nose, and ears, in great detail. The camera is positioned in relation to the object, and the recording is done from various angles. Following the collection of 10-15 short videos, video editing is performed in order to create one live shoot video with music that matches the fish's movements, resulting in Channa snakehead fish video, which attracts Instagram viewers.



FIGURE 1. Flowchart stage of research

Furthermore, the specifications of the various equipment used in the video shooting process are described in Table 1 and 2. At the last, the video simulation analysis is carried out by simultaneously posting two videos on the same Instagram account. These two videos have two distinct concepts: the first uses a live shoot technique, while the second is simply a raw video. The number of likes, shares, and views will be compared after two days.

TABLE 1. Recording device specifications

Device	Item	Specification
DSLR	Camera	: Nikon D5200
	Megapixel	: 24.1
	Screen Resolution	: 921k dots
	Shutter Speed	: 1/400s
	Video Resolution	: 1920×1080
	Video Format	: MOV

Smartphone	Camera	: Iphone 11 Pro
	Megapixel	: 12mp. F/1.8
	Screen Resolution	: 5,8 Inci
	Video Resolution	: 1920×1080
	Video Format	: H.265

TABLE 2. Supporting Equipment

Item	Specification
MacBook Pro 2017	: 13" 500gb
Software Editing	: Adobe Premier Pro & VN
Tripod	: Akara ECO-196A
Lighting	: Akkai 50-80cm white
Memory	: SanDisk 128gb

3.4 Result and Discussion

Channahomestay is an Instagram user that sells ornamental and contest fish of the Channa snakehead fish type, as well as aquarium accessories, stickers, t-shirts, and fish feed, apart from being a hobby and a business that is becoming a trend today. Instagram's use as a promotional tool has broadened the range of video content available to both domestic and international users. Users from Jakarta, Yogyakarta, Bandung, and Bekasi, respectively, accessed the live shoot video content of Channa snakehead fish the most after it was uploaded (Figure 2a). Malaysia, India, the United States, Iran, and Taiwan were among the international viewers. Aside from that, video innovation involving live shooting and editing has been shown to increase the number of viewers (Figure 2b). The more views and likes a video receive, the more likely users are to share it with others. As a result, Channahomestay's Instagram profile will gain more followers and exposure. On the other hand, the growing popularity of Channa fish has prompted Channahomestay to offer a variety of merchandise, including t-shirts, stickers, and various types of Channa fish pellets.



FIGURE 2. (a) Video coverage area, and (b) Number of accounts reach.

Behind the scene, the live shoot video is optimized during the production process with appropriate lighting settings, suitable aquariums, attractive backgrounds, clear water, and live fish objects. For maximum results, the aquarium arrangement is made appealing, such as by placing sand at the bottom and providing sinking roots or aquatic plants. Video should be captured with a high-quality digital camera or smartphone, so that the results do not degrade the pixel quality when shared on Instagram.

The results from Instagram analysis show that posting videos with live shoot technique is far superior in all categories than the raw video. Simultaneous post result of two videos on Instagram shows that video 1 (Figure 3a) which uses the live shoot technique is more popular with followers and non-followers. Video 2 (Figure 3b) had lower results across all categories because it was only raw video. The live shoot video got a total of 198,346 views, 9,292 likes, 158 comments, and was saved by 1087 user accounts. While the second video without the live shoot technique got 42,964 views, 3,256 likes, 18 comments, and was saved by 226 Instagram user accounts. This significant difference demonstrates that the aesthetic side of a video, as well as the real-time view, are the main draws for viewers [12].

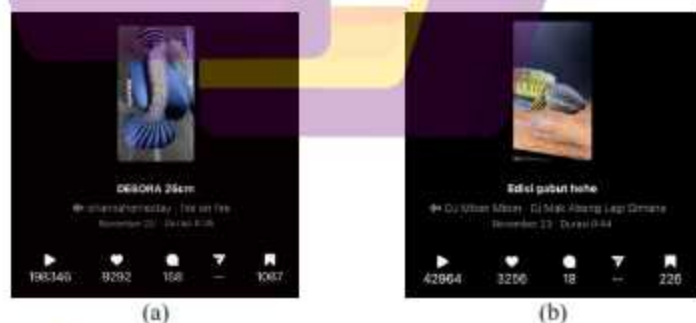


FIGURE 3. Comparison of number of viewers, likes, comments and saved (a) Live shoot video, and (b) Raw video without editing

According to video viewer data, the majority of viewers are between the ages of 18 and 24, accounting for 44.2 percent, followed by the ages of 25 to 34 (33.3 percent), 13 to 17 (14.4 percent), and 35 to 44 (5.2 percent) (Figure 4a). Based on the result, Teenagers, who spend a portion of their income on hobbies, have the highest interest. Furthermore, after uploading a live shoot video, 554 followers increased in one day, despite a 35-follower decrease (Figure 4b). It is clear that the optimization of live shoot video capture techniques has a significant impact on Instagram user reach.



FIGURE 4. (a) Audience reaches based on user age, and (b) Follower growth

Furthermore, the interest analysis in live shoot video is very high and influential in a Channa snakehead fish promotion. From the live shoot video test data on Instagram, it shows that live shoot videos are more interesting for Instagram users. With a high level of interest in channa fish live shoot videos, many viewers are giving high offers for every fish uploaded. Several neighboring countries such as Malaysia, Singapore, and Brunei Darussalam also gave high bids to buy the Channa snakehead fish. The results of this video greatly affect the bargaining value of channa snakehead fish, the better the video results, the higher the interest and bid for the fish. Therefore, live shoot videos as promotions on Instagram are very supportive in promoting this business. With many followers, the store also can provide several merchandise products that posted by live shoot videos or in advertisements, such as t-shirts, stickers, and various types of Channa snakehead fish pellets. Every product that is advertised uses a live shoot video, will attract the followers are in buying and owning the product.

With the difference in the number of video viewers from various regions, stores can optimize their target market by taking advantage of paid Instagram advertising facilities. Finally, the more live shoot video content that is created, the wider the reach of Instagram accounts and followers will quickly soar. This study confirms the research of Sembiring et. al. [7], who found that the live shoot technique was an effective way to promote live objects.

3.5 Conclusion

According to the results of the interest's analysis, the video show of Channa fish with the live shoot method as a promotional innovation on Instagram social media had a good influence in developing a business. The products offered by Channahomestay are well-received by Instagram users. The difference in viewership between two videos is 155,382 users, and the number of followers increases by 554 users in a day, as evidenced by the comparison results of two videos. This achievement will increase the store's popularity and sales because followers will watch every new content posted, culminating in more potential product buyers.

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