

CHAPTER I

INTRODUCTION

1.1. Background

According to Bambang Eka Purnama (2013), in his book entitled "Basic Concepts Multimedia", the creative industries use multimedia for a variety of purposes ranging from fine arts, entertainment, to commercial art, to journalism, media and software services provided for industry listed [1].

According to Francis M.Dwyer in the book Bambang Eka Purnama (2013), the grasp of man is distinguished as follows [1]:

1. Absorption of 1.5% through touch
2. Absorption of 3.5% through the olfactory
3. Absorption of 11% by hearing
4. Absorption by 83% through sight

Exito.ind is an online fashion brand that has a top-class quality at competitive prices. Exito itself has been selling its products to all regions of Indonesia, is now Exito already done a lot of promotion through social media and *endorsement*. However Exito.ind owners want to create an ad campaign in the form of video that can provide information about its products. Then, the authors suggest to make a video promotion media. Expected from the video can provide product information Exito desired by the owner.



Figure 1.1 Promotion Examples Through Facebook



Figure 1.2 Promotion Examples Through Instagram

Based on the problems above, the writer interested to do research with the title "Design and Manufacture of Video Advertising UKM Fashion Exito.ind with Videography and Motion Graphics Method". Videography is a medium to record a moment or event that is summarized in a dish picture and sound that can be enjoyed in the future either as a memory or as study materials [2]. This technique will be used to provide quality information products and convenience products

when used, or motion graphics Motion Graphics term used to describe a wide range of professional graphic design solutions in creating a dynamic design and effective communication for film, television and the Internet [3]. Imi techniques will be used to create motion tracking. By doing Videography and Motion Graphic method is expected Exito.ind information about the product can be delivered with an interesting and informative. Later this promotion media used for television commercials

1.2. Formulation of The Problem

Based on the background that has been presented, the problems that can be taken is "How to make a promotional video to Exito.ind using Videography and Motion Graphics?"

1.3. Scope of Problem

The problem definition used by the author in this study are as follows:

1. Video ad displays information about the product Exito.ind.
2. Video ads will appear in Jogja TV.
3. Software used is Adobe after effects CS 6, Sony vegas pro 13, Adobe Photoshop CC 2017.
4. Video advertising is made with a maximum duration of 30 seconds, with the PAL video format, pixel (16: 9), 720 x 576 dimension, and rendered H.264 / MPEG-4.

5. Taking pictures only in the area of Bandung City.
6. The technique used Videography and Motion Graphic

1.4. Research Purposes

The purpose of the study based on the above issues are as follows:

1. Media promotion and product information Exito.ind fashion to be more recognized by the community of domestic and foreign tourists.
2. Increase brand Exito.ind with a media campaign.
3. To facilitate the shopkeepers in promoting its products.
4. This thesis is made to meet the completeness of the academic curriculum, as a condition of graduation from the degree program AMIKOM UNIVERSITY

YOGYAKARTA

1.5. Research Method

In this method the authors used several research methods, among others [4]:

1. Observation Method

Observation method or observations made to collect data that is carried out systematically in order to obtain data about the problems that occur so as to obtain information or information obtained in advance by observing directly the product to be promoted in the media ads that will be created. The data obtained peneulis observation includes documents such as product image, character models and data about product ads Exito.ind.

2. Interviews Method

The activities of this interview conducted by a question and answer face to face with the speaker or the respondent, the respondent herein is the owner Exito.ind. This activity is supported by an interview guide or guides both written and oral interviews on the issues discussed, so as to obtain data regarding Exito.ind information necessary to create ads that will be created.

3. Filling Method / Documentation

Documentation method is collecting data by studying and collecting documents existing company owners relation to research. This method was conducted to obtain data by reading, studying existing archives related to the problems examined.

4. Literature Method

The method of collecting data by studying literature and collecting library books used as reference. This method is used by the author to help collect data by reading, studying from books, and went to the Amikom University of Yogyakarta library's to perform data collection. Journals and web addresses that is used as a reference or as a comparison.

1.6. Research Methodology

The method of development that researchers do is as follows [5]:

1. Pre Production

Pre-production is the stage where all the works and activities that occur prior to a real television ads produced. Planning well before production can

save costs for the subscriber television commercials. This is the main benefit of the pre-production stage.

2. Production

Production is the period during an ad produced commercially. This stage includes the shooting, sound recording, sound, lighting and camera selection.

3. Post Production

Post-production stage is the stage where all the work and activities that occur after an ad produced significantly for commercial purposes. Aftercare produksi includes Editing, Composition, Color Timing / Color Correction, and Rendering.

1.7. Writing System

Systematics research made by the author consists of 5 chapters include:

CHAPTER I INTRODUCTION

Elaborating on the background, problem formulation, problem definition, research objectives, benefits penelitian, research methods, and systematic writing.

CHAPTER II BASIS THEORY

In chapter II provides the theoretical basis used include basic concepts of system, device information system, concept analysis theory, the concept of modeling systems and software used.

CHAPTER III ANALYSIS AND DESIGN

In Chapter III contains an overview of the object research overview, analysis of the system to be run to find the weaknesses of the old system, the design of the system model, database design, the structure of the table that will be execute

CHAPTER IV IMPLEMENTATION AND DISCUSSION

In this fourth chapter contains whitebox and blackbox testing system, implementing a system that will be used.

CHAPTER V CLOSING

In Chapter V outlines and describes what conclusions were obtained from all the activities of research and program development as well as suggestions from the authors to the party that will carry out research on the same theme in the future.

