

**DESIGN AND CREATION OF FURST MASON SOLO VIDEO PROFILES
USING SCRIBBLE ANIMATION EFFECTS**

UNDERGRADUATE THESIS



written by

Okdio Putra Trianta

15.62.0064

**BACHELOR DEGREE
STUDY OF INFORMATION SYSTEM
FACULTY OF COMPUTER SCIENCE
UNIVERSITY OF AMIKOM YOGYAKARTA
YOGYAKARTA
2019**

**DESIGN AND CREATION OF FURST MASON SOLO VIDEO PROFILES
USING SCRIBBLE ANIMATION EFFECTS**

UNDERGRADUATE THESIS

to meet some of the requirements
attained Bachelor's degree
in the Information Systems Study Program



written by

Okdio Putra Trianta

15.62.0064

**BACHELOR DEGREE
STUDY OF INFORMATION SYSTEM
FACULTY OF COMPUTER SCIENCE
UNIVERSITY OF AMIKOM YOGYAKARTA
YOGYAKARTA
2019**

APPROVAL

THESIS

**DESIGN AND CREATION OF FURST MASON SOLO VIDEO
PROFILES USING SCRIBBLE ANIMATION EFFECTS**


prepared and compiled by

Okdio Putra Trianta

15.62.0064

has been approved by the Thesis Supervisor
on August 9, 2019

Supervisor,


Amir Fatah Sofyan, S.T., M.Kom.
NIK. 190302047

ATTESTATION

THESIS

**DESIGN AND CREATION OF FURST MASON SOLO VIDEO
PROFILES USING SCRIBBLE ANIMATION EFFECTS**

prepared and compiled by

Okdio Putra Trianta

15.62.0064

has been maintained in front of the Board of Examiners
on August 20th, 2019

Board of Examiners

Examiners

Signature

Amir Fatah Sofyan, S.T., M.Kom.
NIK. 190302047



Ike Verawati, M.Kom
NIK. 190302237



Ahlihi Masruro, M.Kom
NIK. 190302148



This thesis has been accepted as one of the requirements
to obtain a Bachelor of Computer degree
on September 9th, 2019

DEAN OF THE FACULTY OF COMPUTER SCIENCE



Krisnawati, S.Si., M.T.
NIK. 190302038

STATEMENT

I, the undersigned, declare that this thesis is my own work (ORIGINAL), and the contents of this thesis have not been submitted by anyone else to obtain an academic degree at any higher education institution, and to the best of my knowledge works or opinions that have been written and / or published by others, except those in writing referred to in this text and mentioned in the bibliography.

Everything related to the manuscript and works that have been made is my personal responsibility.

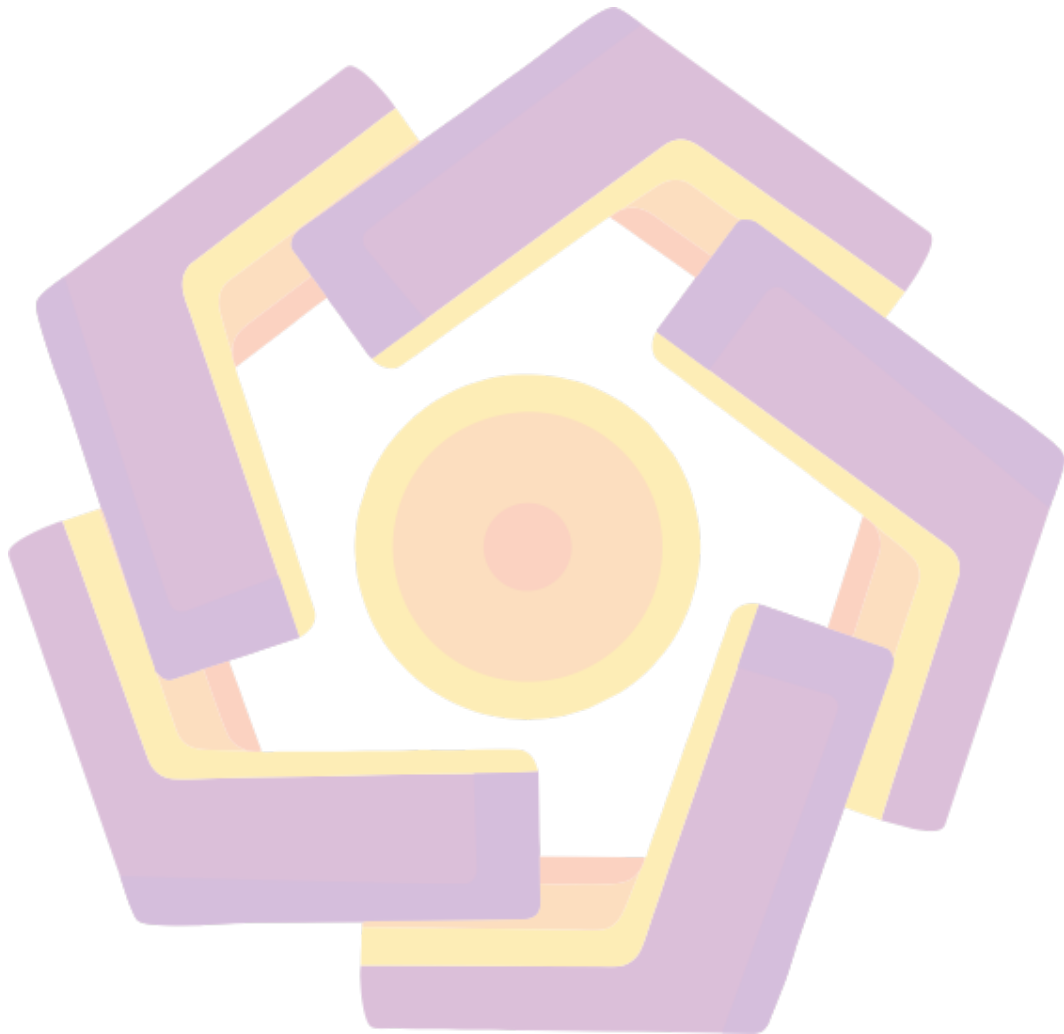
Yogyakarta, August 14, 2019



MOTTO

"Do it now or do nothing"

(Okdio Putra Trianta)



DEDICATION

All praise be to Allah SWT, for the abundance of His Grace and Blessing Alhamdulillah this thesis can be completed. I would like to take this opportunity to thank:

1. Allah SWT, because only with permission and His gift, this thesis can be realized.
2. For beloved parents, who always give love and also unlimited prayers and who always educate without being bored, may always be in good health and always in His protection.
3. My three younger siblings, Aphritha Ade Rachma Putri, Carissa Anindya Putri and Aurelia Rizky Putri, who are always supportive and encouraging, hopefully can reach their ideals and one day they can be proud of their parents.
4. Brothers and sisters in the Cendana Family, thank you for all the constructive, supportive and encouraging criticisms and suggestions that you have given. Hopefully our friendship can be maintained well and continue to grow older over time.
5. For the 15-BCIS-01 extended family and all 2015 compatriots who have given encouragement and support, hopefully they can achieve success.

FOREWORD

Praise and thanksgiving, the writer will present the presence of Allah SWT who always bestows His mercy and blessings on each of His servants and does not forget to pray and greetings to the lord of our great Prophet, Prophet Muhammad.

With the completion of the thesis entitled "Designing and Making a Furst Mason Solo Video Profile Using Scribble Animation Effects", the authors would like to thank:

1. Mr. Prof. Dr. M. Suyanto, MM, as Chancellor of Amikom University Yogyakarta.
2. Mrs. Krisnawati, S. Si, MT, as Dean of the Faculty of Computer Science and Chair of the Information Systems S1 Study Program.
3. Mr. Amir Fatah Sofyan, ST, M.kom., As a Supervising Lecturer.
4. Dear Papa and Mama, my dear brothers and sisters and friends.
5. Thanks also to all those who have helped in completing this thesis that cannot be mentioned one by one.

Finally, the author would like to thank all those who have helped and the authors hope that this thesis can be useful for all of us and become input material in the world of Education.

Yogyakarta, August 14, 2019

Author

TABLE OF CONTENTS

COVER.....	i
APPROVAL.....	ii
ATTESTATION	iii
STATEMENT	iv
MOTTO	v
DEDICATION	vi
FOREWORD	vii
TABLE OF CONTENTS.....	viii
TABLE OF TABLES.....	xi
TABLE OF FIGURES	xii
ABSTRACT.....	xv
CHAPTER I INTRODUCTION.....	1
1.1 Background	1
1.2 Problem Analysis	3
1.3 Problem Limitations.....	3
1.4 Research Objectives	3
1.5 Research methods.....	4
1.5.1 Method of collecting data.....	4
1.5.2 Analysis Method	5
1.5.3 Design Method	5
1.5.4 Development Method.....	5
1.5.5 Implementation Method.....	6
1.6 Writing system	6
CHAPTER II THEORETICAL BASIS	8
2.1 Literature review	8

2.2	Basic Multimedia Concept.....	9
2.2.1	Definition of Multimedia	9
2.3	Company Profile	11
2.4	Basic Concepts of Video.....	11
2.4.1	Video Capturing Techniques.....	11
2.5	Animation.....	15
2.5.1	Scribble Animation	17
2.6	Stages of Video Production Company Profile Furst Mason	18
2.6.1	Pre Production.....	18
2.6.2	Production	20
2.6.3	Post Production	21
2.6.4	Testing.....	21
2.7	Analysis.....	22
2.7.1	SWOT analysis	22
2.7.2	Needs Analysis.....	24
2.8	Data Measurement Design	25
CHAPTER III ANALYSIS AND DESIGN		26
3.1	General review	26
3.1.1	Profile Furst Mason.....	26
3.1.2	Company Profile	26
3.1.3	Furst Mason logo	27
3.2	Problem Analysis	27
3.2.1	Observation Method.....	27
3.2.2	Interview Method	28
3.2.3	SWOT analysis	29
3.2.4	Old Media Weaknesses	33
3.2.5	Solution Provided.....	33
3.3	Needs Analysis.....	34
3.3.1	Information Needs.....	34
3.3.2	Functional Needs Analysis.....	34

3.3.3	Analysis of Non-Functional Needs	34
3.4	Video Profile Feasibility Analysis	37
3.4.1	Technology Feasibility.....	37
3.4.2	Legal Feasibility.....	37
3.4.3	Strategic Feasibility.....	38
3.5	Pre-Production Stage.....	38
3.5.1	Concept Design	38
3.5.2	Manuscript Design	39
3.5.3	Storyboard.....	40
CHAPTER IV IMPLEMENTATION AND DISCUSSION		45
4.1	<i>Material Collecting</i>	45
4.1.1	Equipment	45
4.1.2	Preparation	46
4.1.3	Shooting	48
4.1.4	Additional Assets	54
4.2	Manufacture (Assembly).....	54
4.2.1	File Management.....	55
4.2.2	Editing	55
4.3	Testing.....	74
4.4	Distribution	75
CHAPTER V CLOSING		77
5.1	Conclusion	77
5.2	Suggestion.....	78
REFERENCES.....		79
ATTACHMENTS		81

TABLE OF TABLES

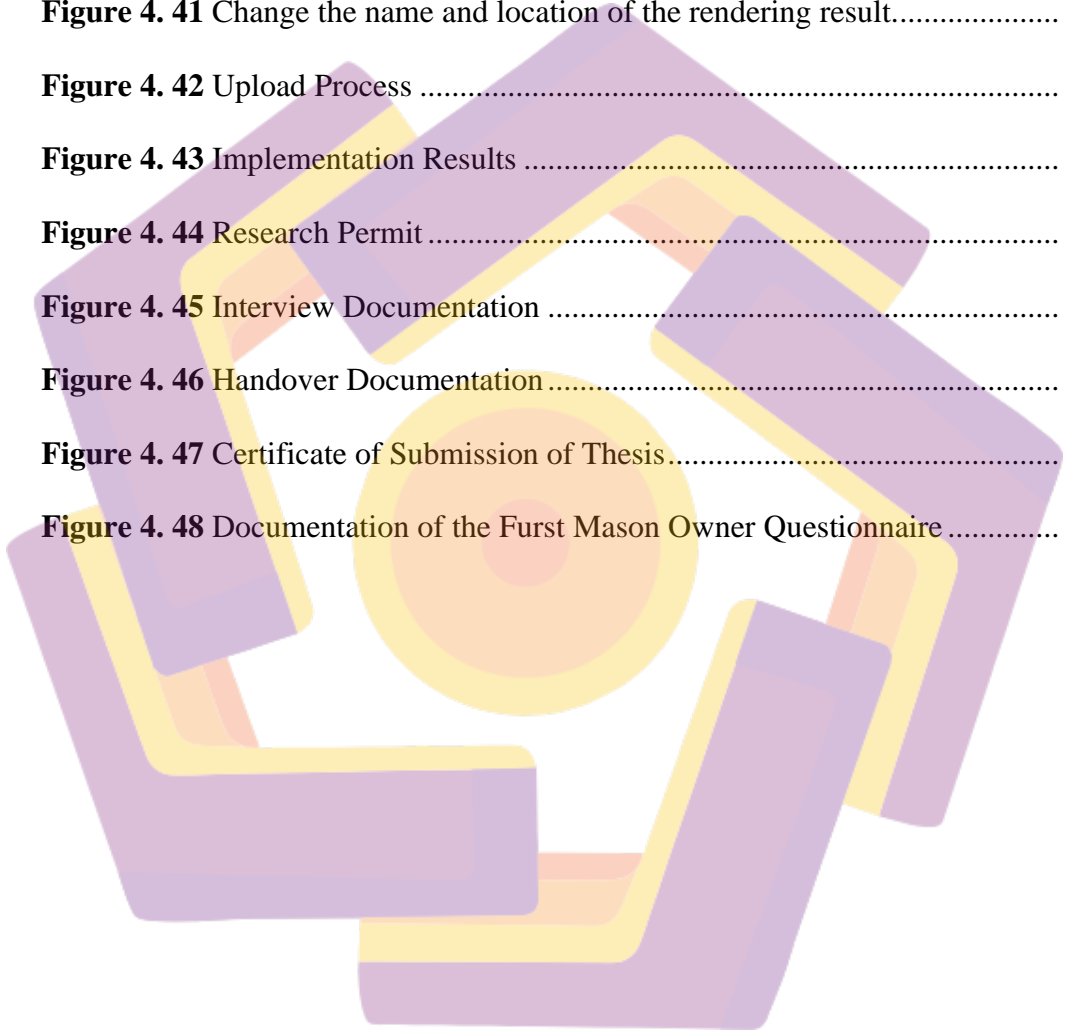
Table 2 1 SWOT Matrix.....	23
Table 3. 1 Interview result.....	28
Table 3. 2 (Continued Interview Results 3.1).....	29
Tabel 3. 3 SWOT Analytic Analysis Result.....	32
Table 3. 4 Production Equipment.....	35
Table 3. 5 Production Equipment.....	36
Table 3. 6 The concept of Video Company Profile.....	39
Table 3. 7 Video Script.....	39
Table 3. 8 (Continued Video Text 3.7).....	40
Table 3. 9 Storyboard	41
Table 3. 10 (Continued Storyboard 3.9).....	42
Table 3. 11 (Continued Storyboard 3.10).....	43
Table 3. 12 (Continued Storyboard 3.11).....	44
Table 4. 1 Storyboard Comparison and Image Capturing Results	48
Table 4. 2 (Continuation of Storyboard Comparison 4.1).....	49
Table 4. 3 (Continued Storyboard Comparison 4.2)	50
Table 4. 4 (Continued Storyboard Comparison 4.3)	51
Table 4. 5 (Continued Comparison of Storyboard 4.4).....	52
Table 4. 6 (Continued Storyboard Comparison 4.5)	53
Table 4. 7 (Continuation of Storyboard Comparison 4.6).....	54
Table 4. 8 Table of Functional Requirements	74

TABLE OF FIGURES

Figure 2. 1 Eye ECU Display	12
Figure 2. 2 Display of Face CU.....	12
Figure 2. 3 Display MCU Entity	13
Figure 2. 4 Medium Shoot Display	13
Figure 2. 5 Long Shoot Display	14
Figure 2. 6 Storyboard Example	19
Figure 2. 7 Example Script.....	20
Figure 3. 1 Furst Mason logo	27
Figure 3. 2 Furst Mason Poster	27
Figure 4. 1 Example of two point lighting setup.....	46
Figure 4. 2 Camera Setup.....	47
Figure 4. 3 Asset File Download Process	54
Figure 4. 4 File Management in OS X	55
Figure 4. 5 New Document 1920 x 1080 pixels.....	56
Figure 4. 6 Import a photo file into a layer in Photoshop.	57
Figure 4. 7 Resizing Photos	57
Figure 4. 8 Timeline Panel	58
Figure 4. 9 Create Frame Animation.....	58
Figure 4. 10 Layer that goes into the Timeline panel.....	58
Figure 4. 11 Change the Delay per photo.....	58
Figure 4. 12 The results of all layers are entered into the Timeline panel.	59
Figure 4. 13 Stereoscopic video format.	59

Figure 4. 14 New Adobe Premiere Pro CC 2019 Project.....	60
Figure 4. 15 New Sequence.....	60
Figure 4. 16 Import ingredients and footage	61
Figure 4. 17 Backsound.....	61
Figure 4. 18 Sequence	61
Figure 4. 19 Rendering.....	62
Figure 4. 20 Scene.....	62
Figure 4. 21 Import initial video compositing.....	63
Figure 4. 22 Add a Layer	63
Figure 4. 23 Scribble Animation	64
Figure 4. 24 Scribble expression activities.	64
Figure 4. 25 Add Layer Adjustment.....	65
Figure 4. 26 The Lumetri Color effect panel in Adobe Premiere Pro CC 2019 ..	66
Figure 4. 27 Color Correction.....	66
Figure 4. 28 Import videos from Color Correction.....	67
Figure 4. 29 Insert a video into the timeline.	67
Figure 4. 30 Invert effect panel on Adobe Premiere Pro CC 2019	68
Figure 4. 31 Give a marker on the timeline.....	68
Figure 4. 32 Give a keyframe invert effect.	69
Figure 4. 33 Import Adobe Animate CC 2019 file	70
Figure 4. 34 Create a new Composition.....	70
Figure 4. 35 Make a Shape layer.....	70
Figure 4. 36 Give a color keyframe to the Shape layer.....	71

Figure 4. 37 Import video from invert effect.	71
Figure 4. 38 The order of the layers in the composition.	72
Figure 4. 39 Activate Track matte on the Shape layer.	72
Figure 4. 40 Format rendering.	73
Figure 4. 41 Change the name and location of the rendering result.....	74
Figure 4. 42 Upload Process	75
Figure 4. 43 Implementation Results	76
Figure 4. 44 Research Permit	81
Figure 4. 45 Interview Documentation	82
Figure 4. 46 Handover Documentation	82
Figure 4. 47 Certificate of Submission of Thesis.....	83
Figure 4. 48 Documentation of the Furst Mason Owner Questionnaire	84



ABSTRACT

Furst Mason Solo is one of the new private companies that has just built a company in Solo, Furst Mason is engaged in the clothing manufacturing industry. Furst Mason can produce several types of clothing, including: shirts, long-sleeved shirts, Raglan shirts and vintage shirts. During this time the introduction of the Furst Mason company uses conventional methods, such as the company introductions which are only given to guests who visit Furst Mason. So the introduction of the company that is done in this way has a weakness that is not giving a detailed description of the Products and Services.

In this thesis, the researcher tries to analyze the main problems that exist and apply current information technology advancements. The process of introducing the Furst Mason Solo company was developed by creating a video profile by adding scribble animation techniques that are equipped with multimedia elements such as animation, text, audio, and video. This profile video provides all Furst Mason's information to the public.

The results of research conducted in making this video profile have fulfilled aspects in multimedia and information aspects. Making this company profile video is expected to be a solution to introduce the public to help prospective consumers find detailed information about Furst Mason Solo.

Keywords: *Video, Company Profile, Promotion, Design, Animation, Scribble.*