

CHAPTER I

INTRODUCTION

1.1 Background

Science and Technology are now developing very rapidly, especially in the field of information technology. Developments in information technology can also support developments in various other sectors, such as education, tourism, communication and much more. One of the functions of information technology for the communication sector is as a medium of advertising and promotion. One application of multimedia information technology in the field of advertising and promotion is in the form of Video Company Profile.

Company profile is a description of the company, the bias is considered to represent the company to the public so there is no need to bother to find information about a company. While the Video Company Profile is a recording that aired on TV and other audio-visual media, which presents a good identity and image of a company. It is also undeniable that most people prefer to listen and watch compared to reading during a presentation. This has become its own advantages for Video Company Profile. Scribble Art is a simple drawing that can have a concrete representation of meaning or only consists of random and abstract lines, generally without ever lifting a drawing device from paper, in this case usually called "scribbles", Scribble Animation is a technique of drawing freely frame by frame and forming a work of art, said to be free because this technique is like ordinary graffiti but unwittingly forms a unique work of drawing.

Furst Mason is a private company that has a background in the field of making clothing or clothing convection. Furst Mason was established on August 1, 2018, the company is located at Jl. Hasanudin No.52, Laweyan Solo, Central Java. However, the current promotion is still minimal, because the scope of promotion is less extensive and the media used are still in the form of printed promotional media, namely pamphlets and brochures. So that promotion needs to be increased to attract consumers, Furst Mason wants to show his skills by maximizing promotion through a Video Company Profile to be published via Youtube, with many Youtube account users helping Furst Mason to reach wider customers and increase selling power while providing correct information.

Based on the background of the above problems, this study takes the title "Design and Manufacture of Video Profile Furst Mason Solo Using Scribble Animation Effects".

1.2 Problem Analysis

Based on the background described above, it can be seen that the research subjects are: "How to design and create a video company profile first mason using scribble animation techniques?"

1.3 Problem Limitations

Limitation problems in this study include:

1. This research is on the solo Furst mason object.
2. Researchers offer Scribble Animation techniques that are applied and produce Video Company Profile.
3. This Company Profile video is used for media promotion on Furst Mason.
4. The technique used is Scribble Animation and live shoot.
5. Company Profile Video can be applied to social media, YouTube.
6. Making this Video Profile using Adobe Premiere Pro CC 2019 software, Adobe Animate 2019, Adobe After Effect CC 2019, and Adobe Photoshop CC 2019.

1.4 Research Objectives

The aims and objectives of this research are as follows:

1. Meet the requirements for completing the Bachelor Degree System Information System of Amikom University Yogyakarta.
2. Help increase promotion for Furst Masons.

3. Can provide a reference and various knowledge to create a Video Company Profile.
4. Update promotional media and information on Furst Masons with the increasingly evolving use of technology.

1.5 Research methods

In conducting fact-finding studies and collecting data to solve existing problems, several methods of approach used are:

1.5.1 Method of collecting data

1. Observation Method

Research carried out by conducting direct observation of the object under study to find clear images of the problem under study.

2. Interview Method

Namely holding direct questions and answers based on the purpose of research with the object under study to obtain concrete and complete data as analysis and research.

1.5.2 Analysis Method

The analysis method used by the author in this study is the SWOT analysis (Strengths, Weakness, Opportunities, and Threats).

1.5.3 Design Method

The Design Method is where the Pre-production stage is for determining story ideas, making synopsis, scenarios, and storyboards.

1.5.4 Development Method

1. Pre Production

This process includes story ideas, storyboards, and background scripts in the video.

2. Production

The study began shooting at the specified location until all the scenes needed were collected according to the storyboard that had been made.

3. Post Production

The stage where the research is doing video editing, starting from the preparation of the video, making visual effects, adding background narration, to achieving the video rendering stage.

1.5.5 Implementation Method

The Implementation Stage is used after the video has become a complete Video Company Profile will later be used or implemented through social media such as Youtube.

1.6 Writing system

Systematics of this thesis is described in several chapters, namely:

CHAPTER I INTRODUCTION

This chapter describes the background of the study, the formulation of the problem, the boundaries of the problem, the aims and objectives of the study, research methods and systematic writing.

CHAPTER II THEORETICAL BASIS

This chapter discusses the problems that underlie research, namely theories that have to do with research, which outline in general the basic knowledge and technology that supports the design of video profiles for information media.

CHAPTER III ANALYSIS AND DESIGN

This chapter describes the analysis and design of video profiles in general, and their advantages and disadvantages.

CHAPTER IV IMPLEMENTATION AND DISCUSSION

This chapter will discuss the results of research that have been achieved in previous sections, the process of operating a video profile and the implementation of videos that have been made.

CHAPTER V CLOSING

It is a concluding chapter that contains conclusions from the process of making and designing a video profile and in the form of suggestions for improving the media produced for the future.

REFERENCES

This chapter contains the sources of references that become a reference in the process of preparing this thesis.

