CHAPTER I
INTRODUCTION

1.1 Background

Multimedia is described as a combination of more than two elements including text, audio, video and animation. Mahoney, K. R. (2016) stated that multimedia not only has the ability to assist readers in creating meaning from a text that provides visual, written, gestural and aural messages, but also more complex than traditional plain text found in books.

Marketing is one of the main factors for a business to grow. Zuhri, S. (2017) stated that sometimes marketing has an important role in the business world and defined marketing as a concept that covers the entirety of trading, sales and distribution. In the past, most businesses promote themselves or their product through direct mail, newspaper, magazines, printed coupon, or TV advertising. But due to the fast growth of the Internet and social media (e.g. Facebook, Instagram, Twitter, YouTube, etc.), many businesses are now promoting their business through social media (He, W., Zha, S., & Li, L., 2013). YouTube is one of the most popular online streaming websites in the world, and it is also a highly used platform for marketing and for businesses to reach a global audience (Pham, H-H., Farrel, K., Vu, H-M., Vuong, Q-H., & Napier, N. K., 2017).

Multimedia Development Life Cycle (MDLC) is the development method suitable for development of multimedia projects and this development method is used in the project. There are 6 stages of development in Multimedia Development Life Cycle (MDLC), which are concept, design, material collecting, assembly,
testing and distribution (Pratama, 2014). Not only MDLC development method is easier to be understood and implemented because of its similarity to waterfall development method, but MDLC also has a structured and logical development sequence (Binanto, I., 2013).

Universitas Internasional Batam (UIB) is a university located in Batam, Indonesia that was founded back in 2000. Since it was founded, the university has made a lot of partnerships with other universities. The partnership that UIB has made does not only benefit the university, but also students and prospective students of UIB. UIB’s international program is a perfect example where UIB students could get a benefit of through the partnerships of UIB. The main purpose of this international program is to let UIB students to gain new experience in different places while studying. Summer camp, student exchange, and double degree are few examples of what UIB offer in their international program. Even though UIB’s international program sounds delightful, not many students have a strong reason or an informative media that can inform them about why they should join this international program that UIB has to offer and what they can expect from it. Based on the analysis given above, the writer intends to take up a topic for this thesis project with the title of “Developing a Marketing Video for Universitas Internasional Batam Using Multimedia Development Life Cycle Method”.

1.2 Research Problem

This section explains the scope of the project to create an understanding scale of project that will be designed and developed. The scope for this project are:
1. How to create a video that can gain attention of the targeted audience in order to market a service?

2. Who will be the targeted audience for this project?

3. What will be the main focus of the project?

4. What platform will be used in order to publicize the video?

1.3 Objectives of Project

Several objectives that this project have:

1. To promote Universitas Internasional Batam’s international relation office and its international programs to Universitas Internasional Batam’s students as well as future prospective students.

2. A chance to practice the knowledge that the writer has learned in UIB.

3. To fulfill one of the requirement to graduate with a University Degree.

4. As an implementation of University Tridharma, especially community service in Universitas Internasional Batam.

1.4 Benefits of Project

1. Universitas Internasional Batam’s international relation office will have a media to convey information to students.

2. Audience of this project will be able to gain information about Universitas Internasional Batam international relation office’s international program.

3. Researcher will be able to create and implement the project based on the topic and what was learned accordingly.

Universitas Internasional Batam
1.5 Report Writing System

CHAPTER I
INTRODUCTION
This chapter discusses about the background of the problem, scope, objectives, outcomes, benefits and the systematic discussion of the project.

CHAPTER II
THEORETICAL BASIS
This chapter contains literature review and related theoretical basis as a consideration for the writer to design the marketing video for Universitas Internasional Batam’s international relation office.

CHAPTER III
METHODOLOGY
This chapter explain about the method that is applied to implement the research and its development.

CHAPTER IV
IMPLEMENTATION
This chapter shows the final output of the project that was done by using methods that have been stated in previous chapters and based on the storyboard created.

CHAPTER V
CONCLUSION AND SUGGESTION
This chapter contains the overall conclusion of the project from start to the end including the suggestion for the project’s future development.