

## **CHAPTER II RELATED LITERATURE AND STUDIES**

### **2.1 Literature Review**

Kurniawan, H. & Wahyurini, O. D. in 2016 published a research entitled “Perancangan Video Promosi Pasar Seni Tradisional Kumbasari Sebagai Pusat Busana Khas Bali Di Denpasar”. In their journal, Kurniawan & Wahyurini designed a promotional video that boost the traffic from local visitors and tourists to a *pasar seni* in Denpasar by taking opportunities that have not been taken by the competitors and using some existing projects as reference.

Saputra, A. T., Nugraini, S. H. & Nugroho, A. (2016) published a research entitled “Perancangan Iklan Layanan Masyarakat Untuk Mengembalikan Fungsi Utama Trotoar di Kota Semarang Menggunakan Media Video” that elaborated on how the main function of sidewalks should be restored in Semarang because it is commonly used as a driveway for motorcycles instead of people walking. In this journal, they created a media that was not only informative but also persuasive in its own way by using video.

In a research by Abrianti, A. & Ibrahim, J. (2017) with the title of “Promoting PT. Aneka Indo Makmur and its Product Using a Company Profile Video”, Abrianti & Ibrahim not only aimed to create a company profile for PT. Aneka Indo Makmur that can hand out clear and evident information about the company, but also a company profile that can act as a marketing video to promote the company by showing the uniqueness to prospective business partner in the future.

In a working paper titled “Using YouTube video to promote university: a content analysis” by Pham, H-H., Farrell K., Vu, H-M., Vuong, Q-H., and Napier N. K. (2017). They have stated about how YouTube is one of the most popular website in the world and how it is used as a platform not only for entertainment purposes but also informational and marketing purposes by companies and universities to promote themselves and gain international audience.

Fong, Y. L., Firoz, D. & Sulaiman, W. I. W. (2017) conducted an analysis on the impact of tourism advertisement to young adults in their article with the title of “The Impact of Tourism Advertisement Promotional Videos on Young Adults”. They interviewed 10 people with age ranging from 24 to 36 years old with several questions and concluded that tourism advertisement video triggers the inner desire for visiting a certain place if they are shown uniquely, it leads to in depth research by young tourists for information and to finalize their holiday destination depending on their own preferences.

Table 1, Related Literature and Studies Table

No.	Author(s)	Year	Conclusion
1.	Kurniawan, H. & Wahyurini, O. D.	2016	Designed a marketing video to promote pasar seni in Denpasar by taking opportunities that has not been taken yet by the competitor and uses previous projects as reference.
2.	Saptra, A. T., Nugraini, S. H. & Nugroho, A.	2016	Created a promotional video that is persuasive and informative to inform people in Semarang city about the main usage of a sidewalk
3.	Abrianti, A. & Ibrahim, J.	2017	Designed a company profile that highlights uniqueness of the company to promote not only the company but also its products.
4.	Pham, H-H., Farrell K., Vu, H-M., Vuong, Q-H., and Napier N. K.	2017	Explained how YouTube is a highly used platform to promote and gain a global audience with videos.

No.	Author(s)	Year	Conclusion
5.	Fong, Y. L., Firoz, D. & Sulaiman, W. I. W.	2017	Conducted a research on how tourism advertisements impact young adults and concluded that advertisements about travel that shows uniqueness and point of interests triggers the inner desire of a person to dig deeper for information and has a chance of finalizing a travel plan.

Several articles provided in the table are several inspirations for the writer on doing this project and its report. Kurniawan, H. & Wahyurini, O. D. (2016), Saptra, A. T., Nugraini, S. H. & Nugroho, A. (2016), and Abrianti, A. & Ibrahim, J. (2017) not only have stated several important aspects in creating and designing a promotional video, such as being persuasive, informative, and be unique but also have been a reference for the writer on making of the project. Fong, Y. L., Firoz, D. & Sulaiman, W. I. W. (2017) explained how advertisement could impact the audience, especially on young adults, which is the majority age range of students in UIB. For the distribution platform, it will be delivered through YouTube, an online streaming website that Pham, H-H., Farrell K., Vu, H-M., Vuong, Q-H., and Napier N. K. (2017) stated that YouTube is popular and highly used platform to promote and gain international audience with videos.

## 2.2 Theoretical Basis

### 2.2.1 Multimedia

The word multimedia derives from Latin language, which are “multi” which means “many”, “various” and “medium” which means “something” or “tool” that is used to convey or deliver a message or information. Multimedia is commonly known as a combination of two elements or more. Multimedia consists of 5

elements, which are text, image, audio, video and animation (Darmawan, D., Setiawati, P., Supriadi, D., Alinawati, M., 2017).

Multimedia is commonly divided into two division, linear and nonlinear multimedia. Multimedia is linear when a content is constantly progressing without an interaction from the user or viewer (e.g. cinema presentation). On the other hand, when the user interactively controls the progression of the multimedia (e.g. video games), the content of the multimedia is nonlinear.

Text can act as a reinforcement for information contained in media items or as a system that can express specific information. Text is not only an important in multimedia, a major base in conveying information, text is also the simplest kind of data and requires the smallest storage when compared to other multimedia elements (Maryati, S. & Purnama, B. E., 2013).

Image is picture that has been formed by an arranged collection of dots or copied and stored in electronic form. An image can be described in two terms of graphic, vector or raster graphics. Maryati, S. & Purnama, B. E. (2013) stated that image in multimedia eases information delivery and is more effective, especially when information can't be described or explained with words.

Several commonly used image file formats include:

1. JPEG (Joint Photographic Experts Group)
2. GIF (Graphic Interchange Format)
3. PNG (Portable Network Graphic)
4. SVG (Scalable Vector Graphics)
5. TIFF (Tag Image File Format)

Audio is a sound within the human's acoustic range. Anything that can be heard or perceived by the hearing sense can be considered as an audio. Audio frequency (AF) is an electrical alternating current that falls within 20 to 20,000 hertz (cycles per second) range and thus it can be used to produce acoustic sound. Audio's presence can impact a multimedia work by adding tension or emphasis on a scene, such as a sound effect (Maryati, S. & Purnama, B. E., 2013). Audio file formats are classified into three major groups, which are:

1. Uncompressed (WAV, AIFF, AU or raw).
2. Lossless compression (FLAC, .ape, .m4a, and MPEG-4 SLS).
3. Lossy compression (MP3, AAC, WMA lossy and ATRAC).

Video is a visual multimedia that forms a moving picture by combining a sequence of images (Maryati, S. & Purnama, B. E., 2013). Generally, video is made up of text, images, audio and animation. Several video formats that are commonly used:

1. Matroska (.mkv).
2. AVI (.avi).
3. QuickTime File Format (.mov, .qt).
4. Windows Media Video (.wmv).
5. MPEG-4 Part 14 (.mp4).

Animation is a process of rapidly displaying a series of images that have slight differences to create the illusion of motion and change. Maryati, S. & Purnama, B. E. (2013) in their journal defined animation as a technology that allows an image or illustration looks as if it is alive, able to move, act and interact.

### **2.2.2 Marketing Video**

Marketing is used broadly when it comes to businesses promoting their product or service to their preferred audience whether locally or internationally. Marketing is one of the main factor needed in order for a business to grow and Zuhri, S. (2017) defined marketing as a concept that revolves around the entirety of trading, sales, and distribution.

Video is a combination of sequential pictures that forms a moving motion (Maryati, S. & Purnama, B. E., 2013). A high percentage of videos consists of the other four multimedia elements, which are text, image, audio and animation.

Marketing video is a combination of the two elements explained above whereas a marketing video not only is a media to inform, but also to promote and market a product or service to their preference. Abrianti, A. & Ibrahim, J. (2017) stated that a lot of business uses this media in order to grow themselves and attract customers whether it is from their area or globally.

### **2.2.3 Multimedia Development Life Cycle (MDLC)**

The method that is going to be used in this project will be multimedia development life cycle, normally abbreviated into MDLC. Waterfall software development method is where multimedia development life cycle derived from (Binanto, I., 2013). There are 6 phases in multimedia development life cycle, which starts from concept, continued with design, material collecting, assembly, testing and ends with distribution. These phases could be done systematically or not systematically. Even though the phases could be done separately without order, concept should always be the first thing to be done before continuing with other phases. These are the phases in MDLC method:

### 1. Concept

There are several phases of identification that will be carried out through the concept phase, which are audience identification, identifying the type of application or media for the project, and the goal and target for the project (e.g. entertainment, learning, etc.)

### 2. Design

Design is a phase where specifications including program architecture, style, interface and material needs are defined and created.

### 3. Material Collecting

This phase is where all the collecting of materials that are needed for the project from start to the end carried out. Several examples of the materials are graphics, photos, audio, etc.

### 4. Assembly

Assembly is the phase where all objects or multimedia materials are created and compiled. This phase will be based on the design(s) that have been made such as storyboard.

### 5. Testing

Testing phase generally to test the output of a project or media that has been created to check if there is any flaws or errors in the output media.

This phase is divided into two other phases, first is the alpha test, where output is tested by the one who created it, and second is the beta test, where targeted audience will be the one using the output media.

#### 6. Distribution

In multimedia development life cycle's last phase is the distribution phase. In this phase, media or application is saved into a storage media.

If there is not enough storage to contain the application or media, compression of the project will be done.

#### 2.2.4 Social Media

Designed for sharing information, to create and refine the online communities for networking through a collection of websites and applications is how Osborne-Gowey, J. (2014) defined social media. Tuten, T. L., & Solomon M. R. (2017) defined social media as the online version of communication, conveyance, collaboration, and cultivation of people whom are interconnected on the online world by technology. From the two definitions, social media can be concluded as a platform where people connect and engage interaction with other people through the internet for communication and socialize. Now social media is not only used for communicating within people, the usability of a social media scales from a platform that provides a huge amount of data about users and their interactions (Schoen, H., Gayo-Avello, D., Takis Metaxas, P., Mustafaraj, E., Strohmaier, M., & Gloor, P., 2013) and for business entrepreneurs to promote and market their business (Tuten, T. L. & Solomon M. R., 2017) to being a media that can be used to provide information for solving crimes (Beshears, M. L., 2017).

Messages that are brand-related are perceived as more authentic when it is compared to corporate content transmitted through a traditional media, this is a positive impact of sharing and endorsing on social media (Virtanen, H., Björk, P.,

& Sjöström, E., 2017). Since social media started to gain more and more attention and popularity, a lot of businesses have started marketing themselves through this social platform because of the fame. Today's advertising and marketing landscape has become very reliant to social media marketing (Chen, H., 2017). Facebook, YouTube, Twitter, and Instagram are a few regularly used social media platforms for businesses and companies to endorse their product.

### **1. YouTube**

As a lot of people know, YouTube is a website designed for streaming videos that was launched back in 2005. Duncan, I., Yarwood-Ross, L., & Haigh, C. (2013) defined YouTube as an internet application for people around the world to share, upload, and watch videos. YouTube is one of the most visited and popular website on the internet (Pham, H-H., Farrell K., Vu, H-M., Vuong, Q-H., and Napier N. K., 2017). YouTube is also a go to streaming platform to a good sum of people, especially tourists when it comes to advertisements and searching for traveling experiences (Reino, S. & Hay, B., 2016). As YouTube continues to grow and gain more popularity and new audiences, YouTube has rapidly gained attention of managerial marketers as an essential platform for promotion for profit and non-profit sectors (Pham, H-H., Farrell K., Vu, H-M., Vuong, Q-H., and Napier N. K., 2017).

### **2. Instagram**

Instagram is a social media platform created for users to take, edit, and upload photos and videos freely, as well as connect with an online community that shares the same interests of online photo-sharing. Instagram

was founded on October 6, 2010 by Kevin Systrom and Mike Krieger and two months after the initial launch, there were already 1 million registered users (Ha, A., 2015). As of 2017, Instagram has amassed 600 million active users where majority of the users uses Instagram on a daily basis and the application has also become a popular marketing platform because of its characteristics and the trend of visual content in social media marketing (Virtanen, H., Björk, P., & Sjöström, E., 2017). Several studies have shown that photos and videos help attract customer intention to purchase (Salleh, S., Hashim, N. H., & Murphy, J., 2015). A lot of companies and businesses have found success through Instagram campaigns that they did, and have grew a lot since then (Chen, H., 2017).

### **3. Twitter**

Twitter was founded in 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. Twitter is one of the most popular social media platforms, and as of 2014, it has attracted around 255 million users and is the seventh most-visited website in the US. Not only businesses and companies can potentially reach a huge amount of audience with Twitter as their social media platform and that fact alone is very attractive for brands to use Twitter's platform to interact and connect with their customers, but businesses executives also stated that Twitter has a higher potential compared to other social media platforms when it comes to delivering sales growth (Dalla Pozza, I., Wood, N. T., & Burkhalter, J. N., 2015).

#### **4. Facebook**

Facebook was founded by Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. Facebook website was launched on February 4, 2004. Whereas there are a lot of popular social media platforms, Facebook is regarded as the most popular platform worldwide as of November 2014 (Mariani, M. M., Felice, M. D., & Mura, M., 2016) and as of 2014, there are 1 billion active users (Leung, X. Y. & Baloglu, S., 2015). Through an observation, due to Facebook's popularity, 84 percent of Fortune 500 companies and all car brands in Malaysia uses Facebook to cover their business necessities. Based on the observation, it is clear that Facebook plays an important role in reaching a whole new crowd and even existing customers. Facebook also enables brands to communicate and form an online conversation with their consumers, this conversation between the two will serve as the base to develop and nurture a good brand-customer relationship (Kormin, K., Baharun, R., Haq, R. U., & Ahmed, I., 2017).

##### **2.2.5 Adobe Photoshop CC**

Adobe Photoshop CC is a program created for graphic processing by Adobe Systems Inc. that works in both bitmap and vector (Saputro, A. R., 2014). Adobe Photoshop is not only a well-known program that is used by many, but it is also the predominant photo editing and manipulation software on the market today. Adobe Photoshop ranges from being able to produce large batches of full edited photos to mimic paintings and drawings that are done by the hand. Few key features that Adobe Photoshop CC provides in the application are:

1. Crop, this tool is to use to crop an image to a certain preferred size.
2. Quick Selection, this tool is used to select an object or area in a layer by painting.
3. Lasso, this is a selection tool that operates on freehand, polygonal and magnetic selection.
4. Eyedropper, provides pixels samples.
5. Gradient, a tool used to create a gradient.

### **2.2.6 Adobe Premiere Pro CC**

Adobe Premiere Pro CC is a non-linear video editor that was programmed to serve as a competition to others video editing programs in the market of broadcasting, film / video editing, and corporate videography. This software is specifically designed for constructing images, videos, audios, and compatible with other multimedia software such as Adobe After Effects and Adobe Photoshop (Ekoristanti, 2015). A highlight of Adobe Premiere Pro CC is that this program supports a very board range of video file formats including AVCHD, HDC, XDCAM, Canon XF, QuickTime and a lot more. Few features that Adobe Premiere Pro CC provides in the application:

1. Razor, a tool used to cut clips wherever preferred.
2. Pen Tool, allows user to add keyframes to a clip.
3. Rolling Edit, a trim tool used for fine-tuning and adjustments.
4. Ripple Edit, this tool is used to trim a clip and directly closing the gap between two clips.
5. Slip Tool, allows user to drag through the footage contained in a selected clip while maintaining the duration of the clip in the timeline.