

## CHAPTER IV IMPLEMENTATION

### 4.1 Implementation

Implementation is an action or execution of a plan that has been prepared carefully and in detail, to provide means for carrying out or to give practical effect to (Yunus, M., 2013). Implementation is the next step after analysis of the data and information that were done in chapter IV and chapter V. In this chapter, writer will implement the internship project design that can already be used for the company.

#### 4.1.1 Opening Scene

This opening scene is designed as discussed in the storyboard in previous chapter and opening scene will be the first scene that will be shown to the viewers in the output video. Opening scene consists of a cinematic shot with an overlay of wording stating title of the video. Adobe Premiere CC and Adobe Photoshop CC were used in making of this opening scene (See Fig 4.1).



Figure 4.1 Opening Scene “International Program”

### 4.1.2 Students Scene

In this particular scene, it will consist of video blogs that several students have submitted talking about their experience with UIB's international programs. This scene will show one student at a time in different time frame and also a name set accordingly to each video in a set position in frame. Adobe Premiere CC and Adobe Photoshop CC were used in making of this scene. Fig. 4.2 depicting scene from Putri Andiri (Magister of Law), Fig. 4.3 depicting scene from Eko Prayogo (Electrical Engineering), Fig 4.4 depicting scene from Claudya Noverly (Information System), Fig 4.5 depicting scene from Sinta (Management) and Fig. 4.6 and 4.7 depicting scene from Hendrason and Melvin Carrie respectively (Electrical Engineering).



Figure 4.2 Students Scene Putri Andini



Figure 4.3 Students Scene Eko Prayogo



Figure 4.4 Students Scene Claudya Noverly

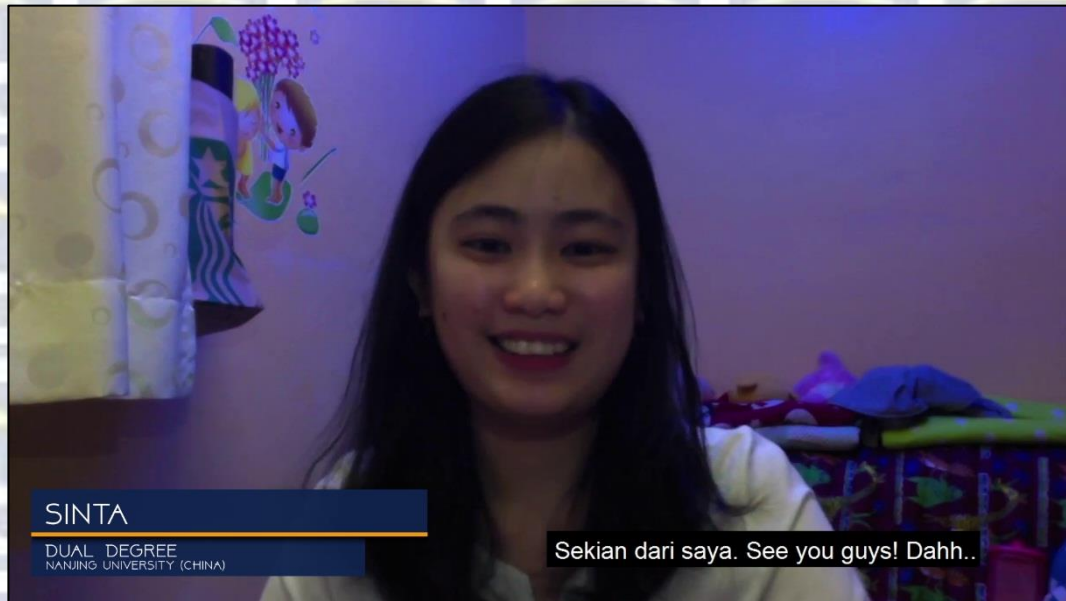


Figure 4.5 Students Scene Sinta



Figure 4.6 Students Scene Hendrason Simon



Figure 4.7 Students Scene Melvin Carrie

#### 4.1.3 Filler Scene

Filler scene consists of videos to fill up the gap and act as a decorative element between video blogs that have been done by students from UIB that have been through the program and their sharing videos. Adobe Premiere CC and Adobe Photoshop CC were used in making of this scene. Fig 4.8, 4.9 and 4.10 are sample of same of filler scene

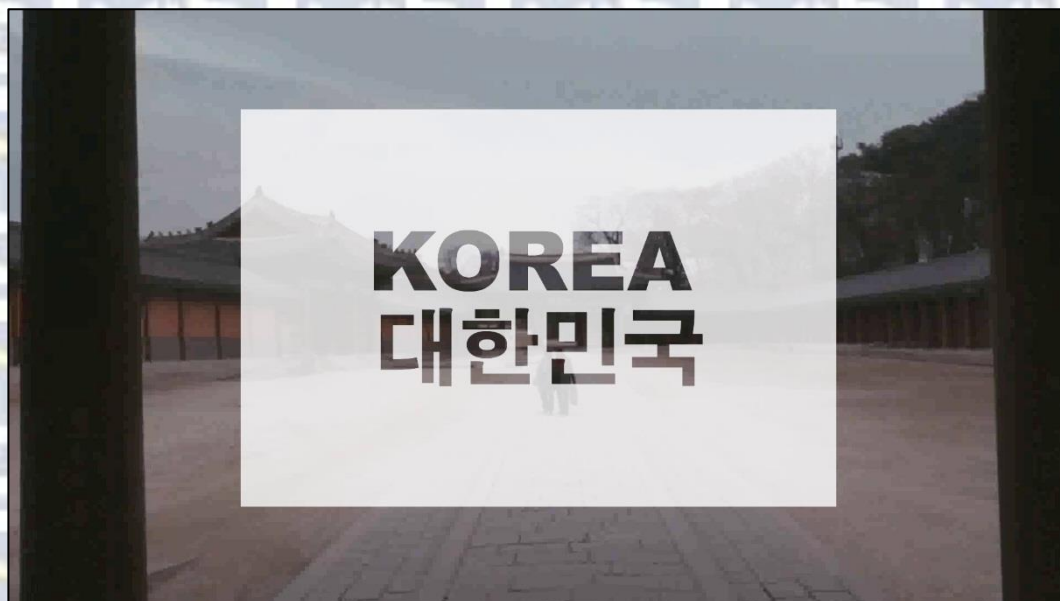


Figure 4.8 Filler Scene Korea



Figure 4.9 Filler Scene Yang-San University



Figure 4.10 Filler Scene In-Between Students Scene

#### 4.1.4 Ending Scene

This will be the last scene in the output video. This particular scene is called “Ending Scene” and it will start directly after the last video blog made by UIB student from previous “Students Scene”. Not only this scene will show Universitas

Internasional Batam's logo and contacts, but also to inform the viewer more about Universitas Internasional Batam (See Fig 4.11).



Figure 4.11 Ending Scene Universitas Internasional Batam Logo and Contacts

#### 4.1.5 Viewer's Feedback

As stated earlier in previous chapter explaining about multimedia development life cycle (MDLC), the writer conducted a testing phase whereas the writer get feedback from viewers on the video project. These are several feedbacks that were acquired from viewers:

1. Inconsistency of subtitle placement in different scenes.
2. Background music that was used the first time does not give out a mood for viewers to continuously pay attention to the information in the video.
3. Filling in gaps with filler videos in order to inform about places that the students are or were in when they joined the international program.