

CHAPTER I INTRODUCTION

1.1.1 Background

Video Blog or usually called vlog is a blogging activity that uses videos to convey information. Vlog is like a blog, but what is different is that vlog uses video without article to convey information. If the blog only requires a text editing tool, then the vlog also requires a video recorder and video sharing platform (Deli, Riyana, & Silvana, 2019). Vlog can delivered information with verbal or nonverbal, verbal can be written, nonverbal is support verbal communication such as facial expressions, hand movements, and how to talk. Vlog also is one of the most popular trends for now. Video blogging or vlog is an activity to produce and share video to audience by themselves. People who upload a vlog called vloggers. One of the most vloggers uses for sharing video is Youtube.com (C. B. Prasetyo & Kusumawati, 2018).

Youtube is the world's largest platform for creating, sharing and discovering video content on internet (Covington, Paul, Jay Adams, 2016). With a total of 4 billion views daily, Youtube is the number 3 most visited website in the world, More than 72 hours of video uploaded every minute (Merkt & Sochatzy, 2015). Youtube also became popular because sharing feature, where netizens can share what they have watch so other people can watch it again. This is used by content creators to make learning video, tutorial and Video Blog content. Therefore information can be easily disseminated through videos uploaded via Youtube. (Aji, Hendro, & Putro, 2018). One of the currently popular and trending content is a vlog.

In Designing Educative Visualization of Satellite Television and Television Antenna Data Broadcasting by (T. F. Prasetyo & Bastian, 2017) using Multimedia Development Life Cycle method, which begins with the concept and then developed and tested so that it becomes information and knowledge for students. With this method can simplify the process of delivering information because it is presented with multimedia elements.

Based on the studies mentioned above, I will create a video blog to explain how to make a cinematic sequence and will title this project “**CINEMATIC SEQUENCE FOR VIDEO BLOG USING MULTIMEDIA DEVELOPMENT LIFE CYCLE**”.

1.2 Research Problem

The research scope consists of:

1. How to develop Video Blog using Multimedia Development Life Cycle?
2. How to develop cinematic sequence in video blog?

1.3 Objectives of the Project

This project has several objectives, which are:

1. To determine what kind of cinematic sequence most people use in video blog
2. To understand and find out how to create a similar cinematic sequence.
3. To explain how to recreate a certain cinematic sequence in video blog.
4. To fulfill one of the requirements to graduate with a University Degree.

1.4**Benefits of the Project**

For writer:

1. Improves our knowledge of cinematic sequence.
2. Improves our knowledge on how to make a video blog.
3. To Complete the final assignment for college.

For society:

1. Increases their knowledge about cinematic sequence and video blog.
2. Having a chance to recreate one of the cinematic sequence for themselves in their own video.
3. Can be an idea for others in making other video blog content.

For academics:

1. Further expands the knowledge of filmmaking.
2. To contribute to the knowledge of cinematic sequence used in the most video blog and how to recreate them.

1.5**Report Writing System**

In this final assignment report, has a systematic discussion, here the distribution of discussion in this report:

CHAPTER I**INTRODUCTION**

In this chapter describes the background of the problem, formulation of the problem, the purpose of the study, the benefits of research and systematic discussion.

CHAPTER II**THERETICAL BASIS**

In this chapter has a literature review that discusses research related to this final project, then meanings related to this final project.

CHAPTER III**METHODOLOGY**

In this chapter discuss the methods used to implement this final project. Describes the making of the final project and applications used, research used, and system design.

CHAPTER IV**IMPLEMENTATION**

In this chapter explains the implementation of the final project.

CHAPTER V**CONCLUSION AND DISCUSSION**

In this chapter is the final part of the report explain consists of conclusions and suggestions about this final project.