

CHAPTER II THEORETICAL BASIS

2.1 Literature Review

Blog have improved the new media using video blog that are not much different from blog, blog use images and writing but video blog use video as their media for deliver content. Video blog are usually done by camera about something content, or tutorial, and some even making clips like movies. Video blog can be used to convey ideas and knowledge to audience with simple language that easy to understand (Kusuma, 2017)

Based on research by (Kim, 2017) Video blog are videos that are created and distributed by users by combining storytelling and audio visual content.

Vlogger produces and shares its own video because they want to share their interest with other users, so they can form an online vlogger community that can share their own information and experiences. Video blog provide a source of information, entertainment and basic knowledge in various ways.

Based on research by (Sunarya, Apryllia, & Isnaini, 2016) about Design Video Profile Based Multimedia Audio Visual and Broadcasting As a Media Promotion. In video development process uses 3 step, preproduction, production and postproduction. Preproduction is the step where the idea, plan, and research start from concept of media production. Start from the idea, followed by create synopsis, script writing and storyboard. Production is the process of shooting video with implementation of preproduction step that has been made before. Last is postproduction where finishing the video by editing and make a complete video where is able to convey a story to audience.

In (Mustika, Sugara, & Pratiwi, 2018) research use Multimedia Development Life Cycle Method to develop learning media in management courses with projects in project methodology that has the benefit of being a tool for project management lectures at Sekolah Tinggi Manajemen dan Ilmu Komputer (STMIK) PalcomTech Palembang. This research uses six step of Multimedia Development Life Cycle method, which is Concept, Design, Material Collecting, Assembly, Testing and Distribution.

Based on (Deli et al., 2019) project about Effectivity of Vlog as a user education media on information seeking ability in a library at SMAN 5 Bandung. In making of this vlog, DSLR Camera used to take the video, and using Adobe Premiere Pro CC 2017 to edit the vlog. There were an effectivity of vlog as a user education media on information seeking ability in a library, which was shown fro a significant difference between the initial ability and final ability of the information searching.

Table 1 Related Literature and Studies Table

| Author | Year | Conclusion |
|--|------|--|
| Kusuma, Intan Dewi | 2017 | Video blog is a new media for convey idea and information to audiences. |
| Kim, Daeun | 2017 | Video blog that are created will be share through social media so the information can be share to audience. |
| Sunarya, Lusyani Kusumaninggar, Rindang Syahputra, Adrian | 2016 | There are 3 steps in video development process, that preproduction, production, and postproduction, so final video able to convey a story to audience. |
| Mustika, Mustika Sugara, Eka Prasetya Adhy Pratiwi, Maissy | 2018 | In development of learning media use Multimedia Development Life Cycle has the benefit of being a tool for project management lectures |

| Author | Year | Conclusion |
|---|------|--|
| Deli, Mateus Riyana, Cepi Silvana, Hana | 2019 | Create the vlog using Adobe Premiere Pro CC 2017 so the final video can watch by other user. |

Based off of those 5 studies stated, author uses the ideas expressed by (Kusuma, 2017) that create Video Blog for convey idea and information, then Video blog that are created can be share through social media to watch by audience as the (Kim, 2017) research. Follow (Sunarya, Kusumaninggar, & Syahputra, 2017) technique in video development use 3 steps. Use Multimedia Development Life Cycle method as in (Mustika et al., 2018) project. And using the same application used by (Deli et al., 2019) that using Adobe Premiere Pro for editing video.

2.2 Theoretical Basis

2.2.1 Multimedia Development Life Cycle

This research using Multimedia Development Life Cycle (MDLC) as the method. And MDLC is a method that uses and develops elements in multimedia into one. MDLC is best used to design Multimedia Product (Rusli & Sutopo, 2014).

6 Steps in Multimedia Development Life Cycle are:

1. Concept

In this step is the step where the producer decides the type of multimedia and the subject to be made. The goals for the project are defined, and the type of application is determined (Rusli & Sutopo, 2014).

2. Design

Design is the process of determining in detail what will be done in a multimedia project and how it will be presented. This step includes script writing, storyboarding and navigation structures, as well as several other design step (Rusli & Sutopo, 2014).

3. Obtaining Content Material

During this step all data, audio, video and images for the project are collected in the appropriate digital format. In multimedia development, the material obtained at this stage will be used at the production step (Rusli & Sutopo, 2014).

4. Assembly

At this step, the entire project is built, and programming is done to create multimedia applications. At this step also use some program or tool which is equipped with multimedia programming capabilities (Rusli & Sutopo, 2014).

5. Testing

During testing, the application is executed and checked to ensure that multimedia development is carried out according to what has been designed. Test are carried out to ascertain whether the application can be run on a computer with factory output and different screen resolutions (Rusli & Sutopo, 2014).

6. Distribution

In this step, the application that has been developed is duplicated and give to other user to use. Distribution can be in various forms, both in the form CD-ROM, mobile devices, and websites (Rusli & Sutopo, 2014).

In Research by (Mustika et al., 2018) about Development Learning media using Multimedia Development life Cycle get a good results where researchers used 6 steps on Multimedia Development Life Cycle. Learning media that have been made are able to become a tool for the project management lecture process, with the results of teesting all indicators stated as good.

2.2.2 Multimedia

According to (Purwanto & Hanief, 2016) multimedia is an intermediary media used to convey and deliver something. The second definition is that multimedia is interpreted as a collection of diverse technologies that combine visual and audio media with more modern ways that aim for more varied communication (Kharisma, Kurniawan, & Wijaya, 2015). The multimedia elements according to (Purwanto & Hanief, 2016):

1. Text

Text is a combination of letters that forms a word that describes or discusses a topic that is recognized as information text. Text is the basic of word processing and multimedia-based information. Text also have so many font forms, like script fonts, decorative fonts, sans serif fonts, and serif fonts.

Script fonts are like calligraphy. Decorative fonts have characteristics that emphasize decorating and commonly used for shop names. Sans serif fonts

have clean and simple characteristics, and serif fonts has a small line attached to the end of a stroke in a letter which is called a serif (Qiu, Watanabe, & Omura, 2017).

2. Graphics

Graphics in multimedia serve to simplify an information and can add aesthetic to an information that is only text (K. Yahya, 2018). Graphics elements in multimedia to users that cannot be displayed in the form of text or audio (Purwanto & Hanief, 2016). Graphics itself is divided into two types when stored in digital form, namely bitmaps and vectors. Bitmap is an image consisting of dots arranged and forming an image, for example GIF, JPEG, PNG, and TIFF, while a vector is an image built from a mathematical algorithm that forms an image, form example EPS, SVG, AI.

3. Audio

Audio has the resolution of all types of digital sounds such as sound narration and music to accompany videos, audio can form songs, narratives, and sound effects used in conjunction with photos, videos, or texts with the aim of adding more explanations (Purwanto & Hanief, 2016). There are several audio file formats in multimedia, including aiff, dat, MP3 files, sbi, mod, snd, voc, au, fni, MIDI soundtracks, compact audio disks, rm, ra, sf and swa (Herman, 2014).

4. Video

Video is a technology that can record and save, as well as processing and reconstructing the sequence of immovable images into a video that makes multimedia something dynamic (Purwanto & Hanief, 2016). Video as one

of the element of multimedia is often used to display audio visuals that inform, introduce, and promote an agency, institution, or company more appealing to the community (Wibowo, Romika, & Ryana, 2017).

5. Animation

Visual that combines media graphics and sound text in a movement activity called animation. To explain and simulate something that is difficult to do with videos that are used in animation (A. Yahya & Tahar, 2016). Types of animations are frame animation, cell animation, mirror animation, character animation, computational animation, sprite animation, vector animation, path animation, and morphing (Kharisma et al., 2015).

According to (Pribadi & Prasetyo, 2016) Multimedia is divided into 2:

1. Interactive multimedia

Systems that use more than one voice, text, video & animation media simultaneously and involve user participation to be given orders, manipulate and control. So that information flow occurs between the media and multimedia users. Interactive media is a liaison or intermediary that is mutually active and takes action between relationships (Pribadi & Prasetyo, 2016)

2. Liner Multimedia

Type of multimedia that users are positioned to become viewers and consume multimedia products as whole such as TV and Film (Pribadi & Prasetyo, 2016).

Some Benefits of multimedia:

1. Multimedia that can attract the senses and interests, which is a combination of movement, vision, and sound (Setiadi Santoso, Suarsini, & Imam Prasetyo, 2016).
2. Multimedia makes the atmosphere active, so it is like being directly involved with reading multimedia-based letters (Wulan, Saputra, & Haries, 2019).
3. Creating a work that is more innovative and creative so as to encourage exploration, participation, and involvement of user (Putri, Manuaba, & Putra, 2016).
4. Combining animated images, audio, text, music and videos (Putri et al., 2016).
5. Clarify ideas and information to communicate something (Setiadi Santoso et al., 2016)

2.2.3 Video Blog

Video blog is a blog type is composed of video series that the users shoot by themselves, they upload it to Internet after optional edits and that the audiences can comment about and vote. The people who create a video blog is called vlogger (Fidan & Debbağ, 2018).

There are some type of vlog that popular in Indonesia:

1. Daily

This is the most popular type of vlog. This vlog contains activities creators daily life in a few hours or even a day is summarized to be a few minutes in video. One of the Indonesia Youtube that is often made this vlog is Awkarin. With the vlog called Kvlog, Awkarin can attract up to 2 million viewers every single video is uploaded (Kuncoro, Putri, & Pradita, 2018).

2. Travel

Creators will share information about the places that already visited. Information start from tourist attractions, costs, facilities, and satisfaction in visiting the place. Through this travel vlog, viewers will feel like the are exploring the place. One of creator who make this vlog is Gita Savitri Devi. For one video, Gita is capable to get hundreds of thousands of viewers (Kuncoro et al., 2018).

3. Food

This type of vlog has similar content to vlog travel because creators will be travelling to find unique, delicious and interesting food. The difference in food content with travel vlog is creatof of food eating the food at the places creators visited. But creator food is not only always visit places to eat. There are also some creators who make vlog at home. So creators will make or buy these foods and eat it at home. Some vlogs also show themselves eat food with large portion. This is also commonly called Mukbang. Vlogger who often makes this vlog is MGDALENAV with 1 video watched up to 3.1 million times (Kuncoro et al., 2018).

4. Gaming

For gamers, they will get interesting game recommendations through this vlog. The vlogger will show the action when playing the selected games and explain some things about the game. The one famous vlogger game in Indonesia is Rezaoktovian. This creator will record his activities while playing games and 1 video were watched up to 4.9 million times (Kuncoro et al., 2018).

5. Beauty

Beauty vlog is usually will show a tutorial on dressing up and recommended makeup products. Besides that, sometimes there are some make up challenges for those who are suggested by the audience as well as themselves. The beauty vlogger is favored by audiences, especially woman, because the audience will get knowledge about high makeup skills and get information about recommendations for quality makeup equipment to produce good makeup results (Kuncoro et al., 2018).

6. Review and unboxing

The last content is review and unboxing. In this content, vloggers will buy goods then when they arrived. Vloggers will show when they open the packaging and show the item to audience and explain the advantages and disadvantages of the item. One of the vloggers who often do unboxing and review is the wif of Youtube Partner Raditya Dika, Annisa Azizah (Kuncoro et al., 2018).

In the last 4 years, there have been many vloggers in Indonesia from ordinary people to artist. Youtubers are productive in taking vlogs have also

become known to the community, include Skinny Indonesian 24, Raditya Dika, Arief Muhammad, Tim2on2 Chandra Liow, until new vloggers who are on the rise and reap a lot of controversy. Consistency and quality content have a big influence on the number of viewers and subscribers to their videos (Kusuma, 2017).

Based on research by (Rahmawati, Harmanto, & Indriastuti, 2018) about The Use of Vlogging to Improve the Students Speaking Skill produce a very good results, results of the study show that the class situation becomes more conducive. Students become more active and interested in the teaching and learning process. The results of the questionnaire also show that students become more interested, confident, and enjoy practice to speaking English by using vlogging.

Based on research by (Sahara, Irwansyah, Darmalaksana, & Ramdhani, 2018) about Utilization of Social Media Vlog to Enhance Creativity Students in Project Based Learning has a good results. Vlog packed in project-based learning can be alternative to an innovative learning model, and is able to increase the creativity of learners. Vlog also help in the distribution of education because it can be accessed anywhere and anytime, this certainly helps students throughout Indonesia to continue learning and developing knowledge, especially in science.

2.2.4 Cinematography

Cinematography is a science that discusses shooting techniques and combines various images into a series of images that can convey ideas or convey a story (Maahury, Deddy, & Sembel, 2015). Products produced from cinematography are in the form combination of images that become motion pictures such as short films (Irawan & Purnama, 2014). In cinematography it needs to be done with the camera settings, here are the DSLR camera settings according to (Riyadi, 2017):

1. Sensor Size

Sensor size is the sensitivity of the camera to light entering the lens so that it can increase the resolution, pixel density, and more lens compatibility.

2. Lens

Lens are in important role for passing light to the image sensor field, the size of the lens is also called a focal length. Focal length refers to the focus and optical center that are counted in millimeters.

3. ISO & Noise

The higher ISO the higher camera sensitivity to the incoming light. Noise occurs because of the high, noise is considered part of a certain beauty aesthetics while noise in digital cameras does not always reflect the aesthetic side.

4. Bokeh & Depth of Field

Bokeh is a vague effect on the background or foreground effect due to the regulation of the aperture or diaphragm. Depth of field is the sharpness of focus on the subject of the image from the results of the image.

5. Exposure & Aperture

Exposure is lighting or the amount of time the light enters the camera sensor through the lens and aperture. Shutter speed that can adjust the exposure so that the time specified to open and close again. The longer shutter open the more light enters the sensor. Aperture is the lens opening when receiving light through the lens.

Cinematography also needs to be equipped with light because light determines the message and the impression that will be conveyed to the audiences.

Light can form expressions and characters in objects that are formed by texture, color and character affirmation (Maahury et al., 2015). Following these aspects of cinematography using DSLR cameras according to (Riyadi, 2017):

1. Compression & Bitrate

In general DSLR use the same compression standard as photography which is JPEG and RAW, while for videos formed into H264 and AVCHD.

Video recording on DSLR has limits for recording moving images. Bitrate is a unit of the average number of bits of video or audio to produce moving sounds and images in one second. When the bitrate gets bigger, the video quality gets better and affects the size of video file which becomes larger (Riyadi, 2017).

2. Frame rate

Frame rate is a unit of seconds in a series of images. Usually 1 second requires 24 images at normal frame rate. This happens because of the beginning of the film camera (Motion Picture). Use of frame rate is quite diverse in several countries which is PAL, NTSC and SECAM which are the types of frame rate readings. Generally in Indonesia using PAL that is 25 fps(Frame per Second) (Riyadi, 2017).

3. Aspect Ratio & Frame Size

Frame size is a measure of the length and width of a video frame. Frame size is also called resolution, the higher resolution, the more information is loaded and more of memory usage. Aspect ratio is used as a standard reference for the width and height ratio of the frame that will be displayed in the media. One example is the use of a ratio for television, which is 4:3

ratio while the cinema standard use a 16:9 ratio with 720p HD or 1080p Full HD resolution. Some cameras support Ultra HD or 4K. Generally DSLR camera have full HD resolution or 1920x1080p (Riyadi, 2017).

4. Progressive and Interlanced

Interlanced is the effect of the flicker on a television screen using a tube. Working principle of television forms a line horizontally while the projector in the cinema highlights (Progressive) which contains film tape. So from that the development of the video technology created a higher interlacing pattern so that images in 25 fps contained 50 images. The standard PAL uses 30i and NTSC uses 60i which mean that in 30 frames there are 60 images. Some DSLR cameras have technology that can display 50p or 60p images (Riyadi, 2017).

2.2.5 Adobe Premiere Pro CC 2017

Adobe Premiere Pro is one of the editing software that is widely used by broadcast stations. With features that are quite complete, editors can apply video effects in accordance with creativity so that this program from Adobe becomes a choice for many professional editors. Adobe Premiere Pro also allows adding external features (plug-ins) such as HollywoodFX that can add transitions, add effects to 3D images and text. Videos can be arranged up to many tracks, depending on the desires and computer editing, the more tracks that are used to eat the greater the work process on the computer (Fauziansyah, 2017).

Adobe Premiere Pro has 45 video effects and 12 audio effects, which can be used to process how the video clips and audio are displayed. A high graphics card is needed to make some effects. 3 of the 45 effects require a high-class graphics

card such as AMD or NVIDIA to be used on video clips. Users can also add effects products from plug-ins that support Adobe Premiere Pro. Adobe Premiere Pro also has around 30 types of transitions so that switching between video clips is more dynamic. Just like effects, some transitions also require high-class graphics cards like AMD or NVIDIA (Hidayat, 2018).