

# CHAPTER I INTRODUCTION

## 1.1 Background

Videography has developed rapidly along with the development of technology and human creativity, and also with the needs of the life of modern society (Hartanto, 2014). Videography is the process of using media to record a moment or event in the form of images and sounds that we can enjoy in the future either as a memory or as a study material to learn what has happened. (Abednego & Siwalankerto, 2018).

Food photography is a photographic genre that displays objects of food photos in various types. At first the food photography genre or genre was part of still life photography, which eventually developed for commercial needs, with the aim of producing photos of food that looked delicious and also interesting for advertising purposes as part of packaging design, or as visual support in the menu or poster. The process of shooting food basically requires professionalism in the context of documenting foods that look fresh, and attractive in appearance. So the photographer sometimes needs foodstylish help to decorate the object of his photo to make it look attractive (Gunawan, 2014).

Research and development is a creative activities related to innovation efforts that offer scientific and technological discovery to improve products and create new products, new processes, new materials, new tools, new methods, new technologies that market needs, and the process used to develop and test the efficiency of products used in education (Hikmawan, 2018). Research and

development activities or R&D is an activity that plays a role in an innovation and have commercial interests in relation to pure scientific research and applicable developments in the field of technology (Kurniawan & Mertha, 2016).

Taiwan is famous of a lot of things, one of them is Taiwanese Night Market. Night market is a street market which operates at night and commonly dedicated for shopping and eating than more business-like day market, And also night markets are open areas that provide an opportunity for customers to interact and form relationships. The night market does not only sell basic goods, even many traders currently produce and sell items that are more attractive to buyers in terms of the uniqueness of each product sale. This is because competitiveness in achieving the desired sales results (Hassam & Mohamad, 2017).

Based on background, food videography will be designed to introducing a night market in Taipei, and the writer purpose to took the topic with the title of **“Taiwan Night Market Food Videography Development Using Research And Development”**.

## 1.2 Research Question

This explains the scope of the project to create an explanation scale of project that will be designed and developed. The scope for this project:

1. How to develop a Taiwan night market food videography video?
2. How to use Research and Development or RnD method for food videography?

## 1.3 Objectives of Project

Several objectives that this project have:

1. Research the best food and night markets in Taipei based on the survey results
2. To inform and promote the Taipei night market food for the candidate foreigners in the future.
3. A chance to learn and practice the knowledge of food videography as a promotional media for the night market in Taipei.
4. As a graduation requirement for Bachelor (S-1) at Batam International University.

## 1.4 Benefits of Project

The expected benefit from the results of this study is that food videography is used as a medium of information, promotion, and publication about the night market in Taipei. so that foreign and Taiwanese people are interested to trying out the best foods in Taipei's night market.

## 1.5 Report Writing System

### **CHAPTER I INTRODUCTION**

This chapter describes in full and solid the background of the problem, the formulation of the problem, the boundaries of the problem, the project objectives, the project benefits, and the systematic discussion of the report.

### **CHAPTER II THEORETICAL BASIS**

In this chapter there is a literature review which is the consideration of the researcher towards this study and the theoretical basis relating to the making of the Augmented Reality of the wonders of the world, can be in the form of notions or objects related to the science or problems studied.

### **CHAPTER III METHODOLOGY**

This chapter contains the methods applied to implement research and development of the final project. Describe about the manufacture used, which is based on the flow of research, problem analysis, and system design.

### **CHAPTER IV IMPLEMENTATION**

This chapter will explain about the implementation of the final project. Defining the implementation of the design of learning media that has been analyzed, planned and contains a discussion of the system.

**CHAPTER V****CONCLUSION AND SUGGESTION**

This chapter is a closing chapter whose contents consist of conclusions from the entire report of this final project, findings obtained from the results of the analysis and discussion of augmented reality wonders of the world.