

CHAPTER II RELATED LITERATURE AND STUDIES

2.1 Literature Review

Kuncoro, A. M., Putri, A. O. & Pradita, Y. A. (2018) published a research with a title “Vlogger Sebagai Saluran Menuju Generasi Milenial Produktif Indonesia” Being a vlogger means that someone becomes an influencer for many people, especially vlog viewers. Being a role model and inspiration for many people, vlogger is one of the most influential professions in increasing the productivity of the millennial generation.

In a research by Andriani, K. & Prasetyo, C. B. (2018) with the title of “Pengaruh Vlog Sebagai Electronicword Of Mouth Terhadap Minat Beli Dan Dampaknya Terhadap Keputusan Pembelian“ explained the results of their survey that youtube allows users to always see vlog shows or other youtube content anywhere and anytime. this makes youtube a very efficient vlog publication media.

Rais, S. C, Purba, E. H. & Isnaini S. M. (2018) published a research entitled “Video Promosi Pada Fave Hotel Ltc Glodok Jakarta Sebagai Penunjang Informasi”, They are not only target to create a video vlog for Taipei night market that can provide clear and evident information, but also a video vlog that can act as a promoting video to promote the night market by showing the uniqueness food at the night market.

Vu, H-M., Vuong, Q-H., Pham, H-H., Farrell K., and Napier N. K. (2017) In a working paper titled “Using YouTube video to promote university: a content analysis” They stated about the media of YouTube is the most famous and used

website in the world and used as a promoting purposes and gain foreigner and indonesian audience.

Putra, M. H., Prayanto, W. H. & Yudani, H. D. (2015) organize an analysis of the impact of tourism advertising with the title of “Perancangan Video Promosi Street Food Semarang Untuk Mendukung Pariwisata Di Kota Semarang.”. They concluded that tourism advertising for videos triggered an inner desire to visit a particular place they showed very unique, it led to information and finalization to their destination.

Table 2.1 Related Literature and Studies Table

No.	Author(s)	Year	Conclusion
1.	Kuncoro, A. M., Putri, A. O. & Pradita, Y. A..	2018	Being vlogger should be able to produce videos that are as attractive as possible and of course useful in order to attract the interest of the audience.
2.	Andriani, K. & Prasetyo, C. B.	2018	Youtube allows users to always see vlog shows or other youtube content anywhere and anytime. this makes youtube a very efficient vlog publication media
3.	Rais, S. C, Purba, E. H. & Isnaini S. M.	2018	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.
5.	Putra, M. H., Prayanto, W. H. & Yudani, H. D.	2015	Conducted a research on how tourism advertisements impact 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.

There is some journals presumings in the desk are the inspirations for the writer on doing this research. Kuncoro, A. M., Putri, A. O. & Pradita, Y. A. (2018), Andriani, K. & Prasetyo, C. B. (2018), and Putra, M. H., Prayanto, W. H. & Yudani, H. D. (2015) have stated some important aspects in survey the Taiwanese food interest, then creating and designing a promotional video vlog, like being informative, unique and persuasive but also have been a reference for making of this project. Rais, S. C, Purba, E. H. & Isnaini S. M. (2018) explained how the promotional video could impact. For the distribution media, the video will be uploaded and shared on YouTube that Pham, H-H., Farrell K., Vu, H-M., Vuong, Q-H., and Napier N. K. (2017) stated that YouTube is famous and most used media to promote and gain foreigner and Indonesian audience.

2.2 Theoretical Basis

2.2.1 Multimedia

The multimedia comes with "multi" which means "many", "various" and "medium" which means "something" or "tool" used to deliver some messages or information. Multimedia is generally known as a combination of two or more elements.. Multimedia consists of 5 elements, which are audio, video, text, image, and animation (Darmawan, Setiawati, Supriadi, & Alinawati, 2017)

Text can be a augmentation for some information included in media items. Text not only a main important things in multimedia, text is not only the uncomplicated data and needs the compact storage when compare to the other elements (Darmawan et al., 2017)

Images are pictures that formed by a several of dots arranged or combined and compiled in electronic form. An image can be related in two graphic terms, vector or raster. (Darmawan et al., 2017) Stating that images in multimedia facilitate the delivery of information and are more effective, especially when information cannot be linked or explained. There is some commonly used image file formats are:

1. JPEG
2. GIF
3. PNG

Audio is sound in the range of human acoustics. Anything that can be heard or felt by the sense of hearing can be audio. The audio can affect multimedia work by adding strain or significance to scenes (Darmawan et al., 2017). There is some audio file formats are:

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

Video is forming a motion picture with combine some sequence on images (Darmawan et al., 2017). Video is created by the text, images, audio and animation. Several video formats that are commonly used:

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

Animation is the process of showing a series of picture quickly that have the illusion of motion and change.. (Darmawan et al., 2017) in their journals it is defined as technology that allows images to appear as if they were looks like real, capable to move and interact.

2.2.2 Multimedia Development Life Cycle (MDLC)

This method will become the multimedia development life cycle, usually abbreviated as MDLC. There are several phases in the MDLC (Multimedia Development Life Cycle), starting with the concept, followed by design, material collection, assembly, testing and ending with the distribution. The phases can be a systematic and not systematic. Although phases can be carried out separately without sequence, the concept must be finish first before resume with the other steps of phases (Nurajizah, 2016). These are the MDLC method:

1. Concept

There is are some phases of determination that will be carry through the concept, which are viewers identification, identifying the kind of media for this project.

2. Design

Design is a phase where specifications including transition style, cinematic view , video material and colour grading needs are created.

3. Material Collecting

After determining the concept and design, various materials are needed which will be used in making the application. After

collecting material or data about the Taipei night market, researchers certainly already know what the video blog will be.

4. Assembly

In this step is the implementation phase of what has been made in the previous stages, namely starting from cutting the videos, make some effect text, and video information..

5. Testing

This is the stage where the results of the implementation are tested. which is in the form of an experiment and evaluation of the results of implementation.

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.

2.2.3 Adobe Premiere Pro CC

Adobe Premiere Pro CC is a video editing program that is commonly used by editors, designers and animators because of its compatibility that can help and facilitate users in editing videos. Adobe Premiere is more specifically for arranging images, videos, audio and also there is a keyframe to animate videos. Adobe Premiere Pro has features such as Capture Monitor (video recorder), Trim Monitor (clip cutter), Title Monitor (text maker title) and transition (transfer

between clips). This is very helpful to produce interactive multimedia created with the aim of promoting a product or service.

