

CHAPTER II LITERATURE REVIEW

2.1 Literature Review

In Designing Profile Video as Promotion Media At SMA Negeri 15 Kota Tangerang, video is the most interesting media and widely used because it covers many elements such as music, pictures, sounds, and motion. This media has an effective appeal in conveying information and promotions about the scope of educational institutions such as school history, school status, facilities, excellence and goals in education for prospective students, running relationships with other schools or the wider community (Sunarya et al., 2017).

In The research of Hunting Motives of the Sumatran Tiger At Bukit Tiga Puluh National Park Area Indragiri Hulu, interview method is used to collect data or information about the factors causing the hunting of Sumatran Tiger. Interview method can explain and give answers to the problems in research by asking questions directly to related parties such as Indragiri community, the TNBT and PKHS (Irawan, 2014).

In the Making of Profile Video In Amplang Company As a Product Introduction Media, before creating or producing a profile video, should make a correct, detailed and accurate production stages in advance in order to produce the profile video smoothly. The production stage starts from Pre Production stage, Production stage and Post Production stage (Watulinga, Ugiarto, & Cahyono, 2017).

In the Development of Promotion Media Based on Music Arrangement and Profile Video of Informatics Engineering at Ganesha University of Singaraja Bali, using Adobe After Effect to provide various interesting effects such as light, rain, lightning, explosion effect in accordance with video theme so that video becomes vital in promoting the Informatics Engineering Department (Palguna, Sunarya, & Putrama, 2016).

In the Design of 3 Dimensional Animation Video for Motor Vehicle Testing Mechanism at Transportation, Culture, Tourism, Communication and Information Department in Kotamobagu area, Adobe Premiere application is used to combine the imported video and audio files in the application library into an intact video which has information about the motor vehicle testing mechanism (Lantang, Buchari, Sentinuwo, & A., 2015).

With the theory that has been submitted in the previous paragraph, then we draw conclusions contained in Table 1 as follows.

Table 1 Literature Review Conclusions

No	Name	Year	Conclusion
1	Lusyani Sunarya, Rindang Kusumaninggar, Adrian Syahputra	2017	Profile video is able to provide complete and effective information about the school so that the community's need for information about the school can be answered.
2	Refi Elky Irawan	2014	Interview methods used to collect data or information that can explain or provide answers to problems in research by asking questions
3	Abraham Ody Watulinga, Muhammad Ugiarto, Bambang Cayono	2017	Before starting the production of the video, should make the production stage starting from the Pre Production stage, Production stage and Post Production stage.
4	Muhamad Z. Buchari, Steven R. Sentinuwo, Oktavian A. Lantang	2015	Adobe Premiere is used in merging video or footages and audio into a single video that has information.
5	Kadek Dwi Yoga Adi Palguna, I Made Gede Sunarya, I Made Putrama	2016	By using Adobe After Effect, we can add special effects to make the video more interesting.

Based on the results of previous research, researchers will create a profile video project to assist an agency in providing information and promotion to the community that proved to run well in Sunarya, Kusumaninggar, & Syahputra (2017) research, using interview method as done by Irawan (2014), using the concept of video production stage like (Watulinga et al., 2017), using Adobe Premiere software such as research conducted by (Lantang et al., 2015) and Adobe After Effect in (Palguna et al., 2016) research.

2.2 Theoretical Basis

2.2.1 Multimedia

Multimedia is one technology that combines images, text, sound, video and animation into an information system that is very useful in delivering messages,

promotions and information provided to the audience used to provide a positive image or view of related parties who want the product or company more widely known to the public in a positive way (Sunarya et al., 2017).

According to (Santoso, 2014), Multimedia becomes a part of life as an interesting publication and documentation tool. Multimedia is a combination of several media such as images, text, audio, video and animation so that the information presented to the public will be more clear and effective. There are five multimedia elements that are as follows:

1. Text

Text is the most easily stored and controlled multimedia. Text can form words, letters, or narrations in multimedia that present the language. In general there are four types of text that is printed text, text scans, electronic text and hypertext (Saputra, 2014).

2. Images

The reason for using images in presentations or multimedia publications is that they are more attention-grabbing and can reduce boredom compared to text. There are two types of images, bitmap images and vector images.

Bitmap image or a raster image is a collection of pixels arranged on a square box. Vector image is an image formed from the line, line thickness, content and location of the image (Purba et al., 2016).

3. Audio

Audio is a variety of sounds in digital form such as sound, music, narration and so forth that can be used for background sound. Audio in multimedia can be in the form of narration, song, and sound effect to clarify the

information submitted. The types of audio formats are .aiff (audio interchange file format), .au, .snd, .ra (real audio), .rm, .mp3 (MPEG audio Layer 3), .mov (Quicktime Movie), .swa (Shockware Audio), .asf (Advanced Streaming Format) (Kausar, Sutiawan, & Rosalina, 2015).

4. Animation

Animation is the use of computers to create motion on the screen. Exposure sequence of images that each unit has a little difference to produce a continuous movement. There are several kinds of animation such as cell animation, frame animation, sprite animation, track animation, spline animation, vector animation, character animation, computational animation, and morphing animation (Saputra, 2014).

5. Video

Video is a recording, processing, storage, transfer, and reconstruct of still images by presenting scenes in motion electronically. There are four different forms of video in multimedia applications such as live video feeds, videotape, videodisc, and digital video (Kharisma, Kurniawan, & Wijaya, 2015).

According to Darmawan et al., (2016) multimedia is divided into 2:

1. Linear Multimedia

Is a multimedia that is not equipped with any controller device that can be operated by the user and only runs sequentially, for example TV and movies.

2. Interactive Multimedia

Is a multimedia that equipped with a controller tool that can be operated by the user to choose what is desired for the next process, for example interactive multimedia learning and gaming applications.

2.2.2 Company Profile

Video profile is one of the effective media in propagating the company, the product up to the propaganda for the potential of the region. With communication through audio and visual make sure the delivery of propaganda or promotion is more effective (Sutrisno & Ahmadi, 2014). A government agency, company, or educational institution in interacting with the community would be required to be able to build an appropriate self-image to attract the public's attention. The success of introducing oneself is the first step of further success. For these needs as well as for promotional means, government agencies, companies or educational institutions need a medium to be used as a company profile. This medium can be a presentation file, paper, or video media with full, solid, interesting, and clear information exposure (Yulandina, Antoni, & Firmanda, 2018).

According to Lestari & Soegijanto, (2016) the functions of company profile video are:

1. As the representatives of the company.
2. To complement oral communication in order to create mutual understanding.
3. Can save transaction time.
4. To reflect the identity and image of the company in the public eye.

According to Liem, Erandaru, & Susanto, (2015) *company profile* divided into several types:

1. *Text company profile*

contains neat text or redaction and use easily understood words.

2. *Graphic company profile*

combining text and image elements harmoniously with color, size and media variations.

3. *Video Company Profile*

Built using a storyboard concept that generally lasts 3 to 5 minutes so the exposure must be clear.

4. *Interactive Company Profile*

Have an interactive concept, so users can choose the information they need freely.

5. *Online Company Profile*

It comes in the form of internet pages that have distinctive color and uniqueness of the company.

The contents of a company profile depends on the purpose of the company.

According to Liem et al., (2015) the contents of company profile are:

1. Company history includes founder, ranks, origin and development process.
2. Company view.
3. A shared image within the company.
4. Greetings from the head of the company.
5. Clear identity.
6. Vision, mission, strategy and future goals of the company.
7. Existing address and branch.
8. The description of human resources within the company.

9. Available services and facilities.
10. Developments experienced by the company.
11. Achievements and excellence of the company.
12. An explanation of the product or service offered.
13. Program development in the future.

2.2.3 Cinematography

Cinematography is a word derived from the Latin “*kinema*” which means the image. Cinematography is an applied science that discusses the technique of shooting and unifying images in order to become a series of images that can convey an idea (Syahputraaji & Mulyono, 2015).

According to Kardewa & Siahaan, (2017) there are 3 stages that must be given

attention:

1. Pre Production

Is the main stage in film production. This stage is usually done such as determining the idea and theme of a film, making synopsis, conducting research, system analysis, problem identification and storyboard making.

2. Production

Is a continuation of the Pre Production stage. At this stage the concept that has been made in the Pre Production stage is done. Activities at this stage include shooting from beginning to end according to the storyboard.

3. Post Production

This is the final stage of film making, after completing the shoot, the video is edited using the computer and rendered.

The techniques used in shooting according to Purnawati & Suyanto, (2015) are:

1. Head and Shoulders where the audience feels what is seen from the side of the head and shoulders of the figure.
2. Long Shot where the scene gives full view and the impression of wide effect.
3. Eye Level where the shooting is placed parallel to the eyes of the character.
4. Frog Eye is shooting placed parallel to the place where the character stands and gives a high effect on the character.
5. Low Angle where the shot is placed lower than the eyes of the character.
6. Hot Move where the audience feels as if they are in a high place.
7. Still Camera where the position of the silent camera produces a plain ambience of the flowing scene.
8. Panning is a shooting from one side to the other with a static shot ending.

9. Tracking where the movement of the camera follows the movement of the characters.

In taking pictures certainly we use the camera settings in order to get the desired results. According to Wibowo, Prasetya, & Pratama, (2015) some camera settings to note are:

1. Aperture is part of the lens to adjust how much light comes in.
2. ISO to set the camera sensor how sensitive to light.
3. Shutter Speed set the amount of light that enters into the camera lens.

2.2.4 Storyboard

Storyboard is a figure form of the video design, audio, duration, description and narration. The results of the storyboard design will be a reference in making the display at the implementation stage (Kausar et al., 2015). Any format selected for the storyboard, the following information should be included:

1. Sketches or screen views, pages or frames.
2. Color, placement and graph size, if necessary.
3. Original text, if displayed on a page or screen.
4. Color, size and font type if there is text.
5. Narration if available.
6. Animation if available.
7. Video, if available.
8. Audio, if available.
9. Interaction with the audience, if any.
10. And the things the production staff needs to know.

2.3 Used Software

2.3.1 Adobe Premiere CC 2018

Adobe Premiere is a software that has been widely used in video editing. Adobe Premiere focuses more on unifying the images, video and audio rather than on animation. This software can be used to make video editing of events such as weddings, music videos and story films (E.Awulle, R.Sentinuwo, & S.M.Lumenta, 2016).

Below is an explanation of the tool functions found in Adobe Premiere according to Leirpoll, Osborn, Murphy, & Edwards, (2017):

1. Selection tool

A tool that can be used for any kind of edit by using various command key.

2. Track Select tool

A tool used to select the tracks contained in the sequence.

3. Ripple Edit tool

A tool used to delete or shorten an edited clip.

4. Rate Stretch tool

A tool used to speed up or slow down the frame rate of an edited clip.

5. Razor tool

Tool used to cut or split an edited clip.

2.3.2 Adobe After Effect CS6

Adobe After Effect is one of the software in the Adobe family that is already widely used in video, film and web production. After Effect is useful in adding special effects such as writing, light, rain, snow, explosions and other special

effects. The similarity of its user interface that is owned by other Adobe devices provide ease of use. After Effect can be integrated into Photoshop, Illustrator and Premiere to create interesting works. Creating effects in After Effects can be through the standard effects already contained in the software or through typing the code (expression) to produce a more dynamic animation (Palguna et al., 2016).

Adobe After Effect has features such as:

1. Resolution to determine the results of the image will be made later, there are various options including, Full, Half, Third, Quarter, and Custom.
2. Frame Rate is the calculation of frames per second.
3. Preset is the size to be used on the project.
4. Start Time Code if you access the project by writing 0.00.01.00, then the project creation will start at minute 1.
5. Opacity to set the image to be transparent.
6. Scale to shrink or enlarge the image.
7. Position to shift from the right or left side or can also from top to bottom.
8. Anchor Point to shift the image but without running.
9. Rotation to make the image rotate.
10. Duration to determine the end of time the project is done.