

CHAPTER II LITERATURE REVIEW

2.1 Literature Review

In a research entitled “Effectiveness of use of Animation in Advertising: A Literature Review” (Goel & Upadhyay, 2017), in order to make their ads more appealing, attractive and distinctive, advertising agencies uses animation in advertisements. Animation is widely used due to its appeal and capability to attract large audiences because it is no longer limited to only children, but rather it has become more popular among adults. Concepts and ideas that are hard to convey through words can be easier to grasp through animation, and in many cases cheaper and better than live photography, such as showing how a product works, showing things to big or too small to photograph or an anatomy of a product.

In a research entitled “The Importance Of Animation As a Visual Method In Advertising” (Sharma, 2016), it said that animation was used by companies to create advertisements because animation’s unique, trendy, eye-catching, and less tedious compared to make when compared with filming real human beings. The animation method also has the advantage of creating visuals only limited to our imagination and are not restricted by the limited possibility when advertisements are created by a camera crew. The journal also discussed about how animation in advertisements affect every age group in promoting a new products and was more effective at advertising to every age group when compared to one’s filmed using celebrity or other individuals.

Based on a research entitled “Is animation effective for advertising offensive products? Insights from an internet advertising experiment” (Rakrachakarn & Moschis, 2015), animation has been used to enhance viewers’ response in memory, recall, attitudes, and actions. An individual is easily drawn in to advertisements with distinctive or unusual execution, the research also mentioned that several studies has provided evidence to support the positive effects of the use of animation with audiences’ attention. The research also suggests that advertisement using animation result in a favorable attitude towards the ad, the brand, and the purchase intention.

A research entitled “Iklan Media Promosi UNISI Berbasis Animasi 2 Dimensi”(Nuriman & Yuli Prasetyo, 2017) produced a 2 dimensional animation advertisement with a goal to inform and promote people about the qualities of UNISI. The advertisement was produced using After Effects, Adobe Premiere, and Adobe Illustrator. The research results in a promotional media to be used by UNISI that was more effective than using pamphlets and billboards as their promotional media.

A research entitled “Pembuatan Iklan Animasi 2D Produk Gula Semut untuk Koperasi Serba Usaha Jatirog, Kulon Progo”(Toil & Purwanto, 2015), produced a 2 dimensional advertisement to be used as a promotional video of *Gula Semut* for *Koperasi Serba Usaha*. The advertisement was made using Adobe Flash CS4, Adobe Premiere Pro CS4, Adobe Audition 1.5, Adobe Illustrator CS4, and Adobe Photoshop CS4. There are three steps in the production process, which is the pre-production, production, and post production process. The methods used to gather data in this research was the observation method, interview method, and

literature review. The research results in a 30 second advertisement for *Koperasi Serba Usaha*.

In a research entitled “Pembuatan Film Animasi 2D yang Berjudul Empat Monster pada Komunitas Multimedia Amikom Surakarta”(Putra & Purwanto, 2015), the researchers produced a 2 dimensional animation film titled “Empat Monster”. The animation was produced through 3 production steps, which are, the pre-production, production, and post-production phase. The methods used for gathering data in the making of this project are, observation, interview, and literature review. Table 1 shows literature works the writer drew inspirations from in the process of working on this project

Table 1 Literature review

Author	Year	Remarks
Goel & Upadhyay	2017	Animation makes advertisements more distinctive and appealing, and in many cases better at showing how a product works and its anatomy than live photography.
Sharma	2016	Animation in advertisements has the advantage of creating visuals limited to imaginations, and is effective at promoting products to every age group
Rakrachakarn & Moschis	2015	Animation is used to enhance viewer’s response in memory because people are easily drawn to advertisements with distinctive and unusual executions
Nuriman & Yuli Prasetyo	2017	The creation of a promotional media for UNISI in a form of a 2-Dimensional Animation.
Toil & Purwanto	2015	Methods used to gather data was observation, interview, and literature review
Putra & Purwanto	2015	The production phases in the making of the project are the pre-production, production, and post-production phase.

Based upon the research done by the writer as listed above, animation is an effective form of advertisement to hook people's attention as stated by (Sharma, 2016) and (Rakrachakarn & Moschis, 2015) and its advantage of conveying how a product works better than other methods (Goel & Upadhyay, 2017), thus the writer will be producing a 2 dimensional advertisement similar to the research done by (Nuriman & Yuli Prasetyo, 2017). The data gathering method used for this project are observation, interview and literature review (Toil & Purwanto, 2015). The process of making the project would follow the 3 production phases, which are the pre-production, production, post-production used by (Putra & Purwanto, 2015).

2.2 Theoretical Framework

The theoretical framework is a collection of definitions and concepts that is structured systematically that can hold or support a theory in a research study. The theoretical framework introduces and describes the theory that explains why the research problem of the study exists.

2.2.1 Multimedia

Multimedia is a form of media that combines two or more aspects of a type of media such as text, graphics, image, picture, photo, audio, and animation in an integrated structure (Darmawan, Setiawati, Supriadie, & Alinawati, 2017).

On a research done (Purwanto & Hanief, 2016), multimedia could be split into several elements, the following are the aforementioned elements:

1. Text

Text is a form of multimedia data that is the easiest to store and manipulate, text can be used to form words, letters, or narration on a multimedia that provides language or audio, the text is used as a visual medium to convey a verbal sentences. Text has a variety of shapes and sizes.

2. Image or graphic

Graphic is one of the visual based medium, all 2 dimensional images are considered a graphic, and even if an image is rendered in 3 dimension or 3D, it is still shown in a 2 dimensional medium such as a monitor or a television, Graphics could convey an image of reality in an iconic shape, examples of this are digital photographs and paintings which are stills in a 2 dimensional space, next is the moving 2 dimensional image or animation that uses size and resolution, similar to the stills mentioned before. Images can convey and present complex data in a consise way.

3. Audio

Audio is a sound based medium which can be conveyed through the use of our ears to detect soundwaves, and could be split into 3 categories, which are narations or sound produced by the mouth, music, which are produced by music instruments such as the guitar or piano, and lastly is sound effects which are the most common things we hear as its the sound produced by the environments around us such as footsteps, and water drops.

4. Animation

Animation is the use of displaying a series of multiple images to convey movements (A. Sanjaya, Suyanto, & Sukoco, 2016), there are several types of animation, the first being a stop motion animation, which utilizes a series of still photographs to convey movement through its continuous change of photographs, the second type of animation was the 2 dimensional animation, which uses 2 dimensional images to form a sequence to convey movement, and commonly used a series of drawings, lastly there's 3 dimensional animation which uses the 3 dimensional space to move its object in the frame.

5. Video

Video is a combination of the previously mentioned elements of multimedia by using the methods used in animation to move a set of photographs continuously alongside other elements such as audio and text. Video can be divided into 2 categories (Sutrisno & Ahmadi, 2014), which are :

a. Analog video

Analog videos are made from electric signals or analog signals that is being recorded by the camera and was spread through sound waves.

b. Digital video

Analog videos was created from moving visual images in digital data that sets a series of dots through the use of values 0 representing the minimum value, and 1 representing the maximum value.

According to Aminah, (2018) Multimedia can be split into 5 types, which are:

1. Linear multimedia

Linear multimedia are a type of multimedia that does not have any form of controller or a tool that could be operated by the user, linear multimedia operates sequentially. An example of this type of media includes video, animation and music.

2. Interactive multimedia

Interactive multimedia are a type of multimedia that is equipped with a tool or controller to be operated by the user, and thus giving the user the option on how to proceed through the process, one of the prime example of this type of media is video games.

3. Hyperactive multimedia

Hyperactive multimedia has a structure with linked elements that users would be redirected through with a link with the existing elements, examples of this includes, the world wide web, web sites, mobile banking, and online games.

4. Educational Multimedia

Multimedia that is used to assist teachers in presenting study materials to students and doesn't replace a teacher altogether, an example of this is Microsoft Powerpoint.

5. Hypermedia

This type of multimedia is a sorted document consisting of text, audio, and visual information that is stored inside a computer, example of this is the link located inside the web.

According to Aminah, (2018), multimedia has the ability to accomodate a large variety of usage and field of work, which are :

1. The field of health

Multimedia plays a role in this field in creating health facility systems that promotes health research and services through websites.

2. The field of marketing

Multimedia is used in presenting or promoting a product in a way that is appealing, attractive and distinctive, such as advertising with animation.

3. The field of education

Multimedia plays a role in visualizing study subjects that are hard to convey through words or conventional ways. Some good examples of this are educational animations.

4. The field of filmmaking

Multimedia is used in the creation of animated films, and use of animations inside conventional films.

5. The field of entertainment

Multimedia is used in this field to create programs such as video games to entertain people.

2.2.2 Advertisement Video

Advertisement is a marketing technique used as a method of public communication about products and services, designed to inform people and persuade people to do actions desired by advertiser, such as buying their products.

Advertisements can come in many forms, such as traditional advertising such such as billboards and newspaper advertisements, which due to the emergence of digital advertising such as digital video advertisements, has been slowly decreasing (Todor, 2016), and it is all because of the several reason, some of which are:

1. Cost efficiency

Traditional marketing requires much more resource and cost compared to digital marketing

2. Infinite audience

Digital marketing is able to reach much more markets compared to traditional marketing

3. Duration

Online information can remain permanently available on the internet.

According to (Nuriman & Yuli Prasetyo, 2017). advertisement is a form of marketing that promotes an idea, goods or services sponsored by someone that required costs. Their research also shown that an implementation of a video advertisement for the promotion of UNISI has proven to be effective, especially in the surge of social media. And the individuals doesn't only include corporations, but also museums, professionals, and organizations that promotes their ideas and causes to the people (Toil & Purwanto, 2015). One examples of this was a research done by

2.2.3 Animation

The word animation stems from the latin verb animare (meaning “give life to”)used to describe moving images in the 20th century, and becomes an attractive form of audiovisual expression to convey stories and ideas, by combining images and sound (Esmerado, 2018). Animation is a process in which a series of images are manipulated to create the illusion of movement by changing the image continuously (Fujita & Saito, 2017). According to (Xiong, 2017), there are 3 categories of animation, which are:

1. Stop-motion Animation

Stop motion animation is a technique of animation where static objects are given new liveliness through frame shooting, the use of real material increases its originality, the stop motion technique is a re-description of art and a reprocess of art.

2. 2D Hand-drawn Animation Form

Hand drawn animation can be categorized as a traditional animation, hand drawn animation was first done in 1906. Because of its unique colorful personal expression, the hand drawn animation is loved by many audiences, and could mobilize subtle psychological sense of the audience in many ways. 2D hand drawn animation these days generally referred to the hand drawn animation inside of a 2D animation software, in which frames of the animation are created through camera, scanner, or computer software synthesis.

3. 3D Computer Animation Form

3D animation was a type of animation made inside a computer with 3D graphics capability in order to create 3D imagery in a 3D environment, requiring a different approach than the traditional 2D animation. The first 3D animated film was *Toy Story* in 1994, 3D animation becomes better which the developments in computer graphics.

According to (Tsai & Tenri Elle Hapsari, 2015) there are 12 principles in animation, which are:

1. Squash and Stretch

The squash and stretch principle is important as its done to convey a sense of weight and rigidity of an object being drawn by distorting the object's shape during an action and exaggerated to create a comical effect. This technique leads to making the animation looking more realistic.

2. Timing

Timing refers to the spacing action, or the number of frames required for a certain action, this affects the speed of the animation result, timing is important in conveying a character's mood and movement.

3. Anticipation

Anticipation refers to an action in the animation as a preparation for the next action to happen, such as crouching before making a jump, this makes an animation to appear more realistic.

4. Staging

Staging is a principle in which its purpose was to direct audience's attention to a certain part of the screen and make it clear which part is the greatest importance in the scene.

5. Follow through and overlapping action

This principle is often described as drag. This technique refers to a termination of an action and establishing relationship with the next action. This technique makes a part of a body doesn't immediately stop after an action has ended, and makes a more fluid and realistic animation.

6. Straight ahead action and pose-to-pose action

This principle refers to how an animation is animated, sometimes an animation is done by doing straight ahead action, or immediately drawing one frame to the next, while pose-to-pose action refers to the first frame and the last frame of an animation being drawn first and fill in the missing frames later on. Pose-to-pose animation was better in making a consistent animation, but straight ahead was better in making unpredictable animation.

7. Slow in and out

This principle refers to giving a time for an animation to slow itself in and out when moving inside the animation, this creates a much more humanlike motion and to achieve subtle timing and movement, without applying this principle an animation would feel very mechanical in its movement.

8.

Arcs

This principle refers to a visual path of an action to follow an arch trajectory, this principle was done in order to create better realism, and can be applied to actions such as throwing an object in the air that moves in an arc to simulate realistic movement.

9.

Exaggeration

This principle refers to applying exaggerations to movements in an animation and accentuating the actions, this method makes an animation more convincing to the viewers. If a character is sad, make him sadder; if he is bright, make him shine; worried, make him fret; wild, make him frantic.

10.

Secondary Action

Secondary action is an action that results directly from another action. Secondary actions are important in heightening interest and adding a realistic complexity to the animation. A secondary action is always kept subordinate to the primary action.

11.

Solid Drawing

This principle encourages animators to be mindful of the fact that while forms may be presented in 2D, they should strive to make the animation look as close as possible to 3D.

12.

Appeal

An animated character has to have an appeal to them. This includes an easy to read design, clear drawing and personality development that will capture and involve the audience's interest.

2.3 Tools Usage

2.3.1 Graphics Tablet

The graphics tablet is a computer input device that can be described as a scaled up trackpad, that enables the user to input hand drawn images and hand strokes into the computer screen through a pen stylus(Stephens, 2018), this tool was often used by digital artists to create drawings and animations. The graphics tablet we are going to use is a HUIION 1060 Plus, which is a wired graphics tablet using a pen stylus, the following are the specifications of the graphics tablet:

Dimensions	: 360 x 240 x 10 mm
Resolution	: 5080 Line Per Inch
Report Rate	: 233 RPS
Function keys	: 16 function keys

2.3.2 Adobe After Effects

Adobe After Effects is a digital visual effects, motion graphics, and compositing application developed by Adobe Systems and was typically used in the post production process of a film. This software has been used a lot by motion graphics artist to create motion graphics. According to (Meyer & Meyer, 2016) After Effects has several features that makes it popular among visual effects designer and video editors, one of it being its flexible workflow and its sandbox-like approach in its workspace, thus allowing its users to experiment in creating and editing their video. And as a tool it was used to create dynamic movements in the texts of the project.

2.3.3 Adobe Photoshop

Adobe Photoshop is a raster graphic based image editor developed by Adobe. It has the capabilities of editing, composing, and manipulating raster images in multiple layers and masks with several other features such as tools for color

correction, layer manipulation and filters. This software was typically used by photographers to edit photographs and manipulate images, but this software was also used by digital artists to draw and paint drawings due to the flexibility it software offers (DiVerdi, 2015). Some of which are its extensive brush sets and options, the layer manipulation and management, enabling more flexible work environment in the design process, and its pen and selection tool enables saves a lot of time in the coloring process. And as a tool it is used to create the video's objects and backgrounds.

2.3.4 Adobe Animate

Adobe Flash is a multimedia software used to create animations, desktop application, and web application developed by Adobe. Flash was commonly used to create animations. Flash was later rebranded into Adobe Animate in 2015, but still retrieve the same features as its predecessor.

According to Sanjaya, (2016), Adobe Flash was a vector based animation program, thus making the projects made inside this software scalable, and would create flexibility in the process of making animations. The writer would be using Adobe Animate, to create animations for the advertisement. And as a tool it was used to create hand drawn object movements in the animation.