

CHAPTER IV RESEARCH METHODS

1.1 Research Flow

The method used in the building process and implementation of the animated advertisement for PT. FumiYama Indonesia is applied research. The applied research method. Applied research is one of many types of research methods that aims to find solutions to a problem practically (Rozaq, Fitri, Faslah, Junaidi, & Alawiyah, 2014). In the process of building and implementing of this animation advertisement project, the writer will be using the literature review, interview and observation methods for gathering data.

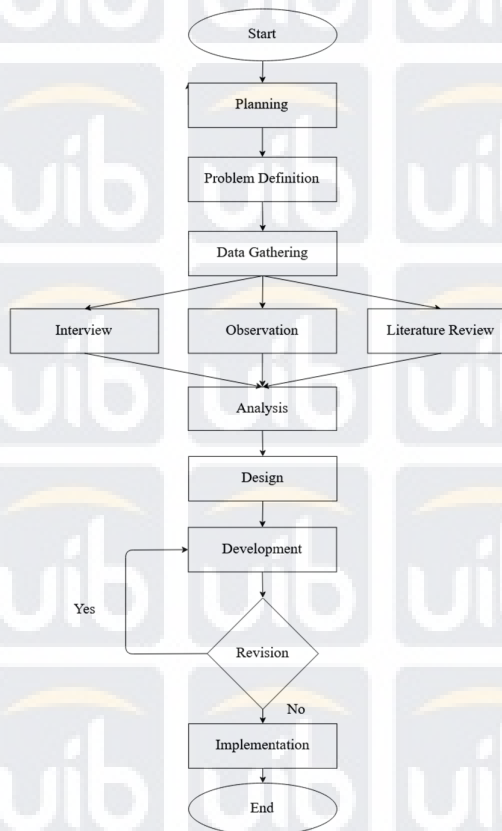


Figure 1 Design Process

1.2 Data Gathering Method

The data gathering methods used in this project is as follows:

4.2.1. Observation

Observation is a data gathering method, in which data is gathered by using the five senses in order to result in facts without any manipulation (Hasanah, 2016).

The observation process would involve an observation on the company's product and how the product works in order to make informations included on the project to be accurate.

4.2.2. Interview

The interview is a method to gather data through the interaction with interviewees that allows the collection of data in a greater depth in a natural setting (Alshenqeeti, 2014). The interview is conducted with the company's director, and was done in order to collect information needed for the project, such as the contents and duration of the advertisement video.

The following are the interview's questions :

1. What information is required in the video?
2. Which products will be shown in the video?
3. What is the preferred duration of the video?
4. Where would the video be presented on?

4.2.3. Literature Review

The literature review is a method to gather data by collecting research studies and references relating to a problem. The reference includes the theories behind advertisement, animation, and its building process.

1.3 Design

The process of building this project is split into 3 steps, which is pre-production, production, and post-production. The following is the details regarding the building process:

4.3.1 Pre-production

This is the first step of the building in which the writer will use ideas and concepts of the video to construct the video's general flow and create a storyboard of the video as a reference for the animation during the production period.

1. Ideas and Concepts

This is the part of the process in which ideas and concepts of the video are being constructed, This process requires a deep understanding of the ideas and concepts behind the video in order to make the video appealing and informational.

2. Storyboard

The storyboard is a series of sketches and illustrations of the animation that was made in order to organize the sequence of the video and acts as a guide for the visuals of the video.

4.3.2 Production

1. Animating

At this stage of the process, the writer would start the animation process by creating backgrounds, assets, and drawing frames for the animation.

2. Editing

After the scenes of the animation has been done, those scenes would be compiled together in a sequence with other parts of the video such as its audio and visual effects.

4.3.3 Post-production

At this production process, the final edited video sequence would be exported into an mp4 format and will be implemented into the company's youtube channel.

1.4 Project Phases and Schedule

The following are the 3 phases of the project:

1. Preparation

At this phase, the writer would gather information in regards to the project.

2. Implementation

At this phase, the writer would start gathering information and data related to the project that would be used in the process of implementing the project.

3. Assessment and Report

This is the phase when the writer would start constructing a report, get an assessment of the project by the company's director, and an evaluation from the lecturers.

The schedule for the project would begin at the start of October 2018 and will finish at the end of December 2018. Table 2 shows the details of the project's timeline.

	May 2019			Jun 2019			Jul 2019		
Storyboard and ideas									
Report construction									
Observation and interview									
Animating and editing									
Editing									
Client confirmation									
Report Revision and Submission									

Table 1 Timeline of project