CHAPTER II
LITERATURE REVIEW

2.1   Literature Review

A Research entitled "Promoting PT. Aneka Indo Makmur and its Products Using Company Profile" that a company profile is a right promotional tool that can convince the partners to work together also to promote its unique strengths and attract more people in joining the Study Program. The study was conducted at the location of the PT. AIM by collecting data through observation and documentation. The results of this study in the form of a company profile video that became the media for the promotion of the company (Abrianti & Ibrahim, 2017).

Quoted from Budiarto, Bella, & Yuliania, (2018) in the study "Media Promotion and Information on Pt. Gardena Karya Anugrah in Video Company Profile" promotion is an activity in marketing in a company or business that seeks to maintain continuity in the life of the company / business. The company / business promotion can be in the form of communication from a company / business of a product / service to be known in the wider community, especially for prospective customers interested in ordering various furniture PT. Gardena Karya Anugrah. In the concept there are preproduction, production and postproduction stages. In order to produce video-based media design company profile communication and good information and quality applications used Adobe Photoshop CS6 support, Adobe Premier CS6 and Adobe Corel Video Studio X5.

Research by Mahmudi (2015) explained about how to implements a editing work for "Tlogo Public Elementary School promotion documentation" from shooting, including stock shots, cut to cut processes, transitions test, lighting and

color settings, sound settings, putting in the effects, and entering titles. Concluding in three steps of the process which is Capture process; where the storyboard is plan until the video shooting commence, Editing process; which have been explained above, and Preview process; where the profile video for Tlogo Public Elementary School is finalize.

According to Utari & Purwanto (2017) the purpose of "Designing Infographic Videos As Information Media With Motion Graphic Techniques" is to make a infographic video to the company as a media for information to the viewer using Adobe After Effect CS6 as an editing platform which utilizing the recent development of information technology software in producing the infographic video.

In Table 1 displays the researches' comparison against project that is going to be developed.

Table 1 Literature Review

Researchers	Title	Conclusion
Abrianti & Ibrahim, (2017)	Promoting PT. Aneka Indo Makmur and Its Products Using a Company Profile Video	Company profile is a right promotional tool that can convince the partners to work together also to promote its unique strengths and attract more people.
Budiarto et al. (2018)	Media Promotion and Information on Pt. Gardena Karya Anugrah in Video Company Profile	Promotion is needed as marketing tools that maintain continuity in business which also a form of communication to be known in the wider community using Adobe Premiere as editing platform.

Researchers	Title	Conclusion
Jawati & Kristianto, (2014)	Video of Multimedia-Based Partnership for Midwifery Partners in Mitra Husada Karanganyar	Multimedia-based information technology is ways to facilitate the delivery of information both in audio and visual forms which is carried out effectively, accurately and attractively in terms of appearance and content in it.
Mahmudi, (2015)	Making Video Profile of Tlogo Public Elementary School CV Bootsector	Implementing Capture process, Editing Process, and Preview Process in the making of a Video Profile.
Utari & Purwanto, (2017)	Designing Infographic Videos As Information Media With Motion Graphic Techniques	Infographic video as a media for information to the viewer using Adobe After Effect CS6.

Hence we will design a company profile video for Universitas Internasional Batam of Information system Study Program. Designing a video company profile will use a method that has been proven successful by Mahmudi (2015), namely Capture process; where the storyboard is plan until the video shooting commence, Editing process; which have been explained above, and Preview process (Jawati & Kristianto, 2014).

The design is carried out through the stages used by Abrianti & Ibrahim (2017), namely "Promoting PT. Aneka Indo Makmur and Its Products Using a Company Profile Video" which classified the parts of the video into three sections, opening, body, and closing creating memorable visual contents or messages. We will use Software described in Utari & Purwanto (2017) and Budiarto et al., (2018)

as an editing platform based on research that has been done by previous researchers which is Adobe Premiere and Adobe After Effect.

2.2   Theoretical Basis

2.2.1   Multimedia

Multimedia can be thought of as a combination of text, graphics, sound, animation and video delivered by some form of computer (Babiker, 2015). When the user has some control of what is presented it becomes interactive multimedia and this day it is more develop in the education field so multimedia in the learning environment viz which attract them towards classrooms and the curriculum and generate their interest toward the urge to learn more (Mohammed, Kasim, Al-Dahneem, & Hamadi, 2016).

Multimedia-based information technology has an important role in the field of marketing and ways to facilitate the delivery of information both in audio and visual forms which the Video profile created with the aim of introducing identity and information related to it. The presentation of information is carried out effectively, accurately and attractively in terms of appearance and content in it (Jawati & Kristianto, 2014).

Also according to Mohammed et al., (2016) multimedia can be divided into 5 elements, namely:

1. Text

    Out of all the components, text is the commonly and mostly used with the multimedia interaction. In General, text gives the important information. Therefore, text acts are tying all of the elements of media together and then makes a multimedia communication astonishing.

2. Graphic

Graphics provide the most imaginative potentials for a learning process. They can be graphs from a spreadsheet, drawings, pictures from the Internet, and scanned images from the book or hand drawn. It has been observed that the ability of recognition memory for images is incredible and has no limits. The main reason behind this is that pictures make use of a huge range of cortical skills: visual rhythm, dimension, form, texture, line, color, and especially imagination.

3. Audio

Sound is utilized to highlight a transition from one page to another or to provide emphasis for students in class. For that, it is important to make Sound synchronized with screen display, which will be enables lecturers to present much information at once. Nevertheless, inappropriate use of sound can make it annoying, however, sound used creatively, becomes a motivation to the imagination. For illustration, a script with some stationary images and a sound track, allow learners to use their own power of imagination without influenced by the unsuitable use of video footage. One benefit is that the sound file can be stopped and started easily.

4. Video

There are many instances where students may find a scenario appears highly complex when taught in merely text form, or through the use of images and diagrams. In such cases, the representational features of video contribute in putting a theoretical concept into clear context. The visualization capabilities of video for the representation of information can

be immediate and powerful. Therefore, it is relevant with the rest of the information on the page, and is not in too access. This is because it is improbable that video can entirely replace the face-to-face lecture, therefore video can be used just as a complement to textual information. However, one of the most significant justifications for video may be its impressive capability to obtain an emotional reaction from students. So, such a response can provide a strong stimulus to select and continue in a task. For instance, video images used to prove particular chemical responses without exposing learners to highly instable chemicals, or in case of medical education, through video where real life situations can be better understood.

5. Animation

Animation has been used to offer information slowly to learners so they have time to understand it in smaller amounts. Over time, Animations enable learners to present different versions of change by relying on different variables. Primarily, animations have been used to show an idea or clarify a concept. Video has been usually taken from real life, whereas animations are based on drawings. Even though employing multimedia methods into the learning process is worthwhile, but may be complex and challenging mission.

Takacs, Swart, & Bus, (2015) Said there are benefits of using multimedia which is listed below:

1. The Field of Medicine and Health

   Can facilitate practitioners in monitoring the health of patients. Used to describe heart rate waves, depicting very small objects, scanning the human body using x-rays and the need for systems such as managing drug stocks. By doing simulations, it is expected to minimize the risks that exist because medical personnel have already obtained a prior picture of the organs of the patient to be operated on (Peddi et al., 2017).

2. Education

   Used by teaching staff as a medium for delivering material especially to students with intellectual disability that having a lack of motivation to read, a short memory, an expectation of visual teaching and learning as well as an involvement directly in class (Setiawan, Nugroho, Kusnendar, & Wibawa, 2018).

3. Business Fields

   Used in making advertisements in order to attract public interest proven effective by (Sridhar, Germann, Kang, & Grewal, 2016) which also used on presentation purposes for office worker.

4. Entertainment and Arts

   Widely used in the entertainment industry, specifically to provide special effects of images and sounds in animation and film. Multimedia is also used in applications and games in creating a creative and entertaining activities for contextual modeling and improved services, novel sensory

modalities that allow the creation of sensing spaces, and new affordances for creative application (Salah, Hung, Aran, Gunes, & Turk, 2015).

5. Transportation and Communications

Used to display navigation systems where the coordinates and direction of destination can be determined. Users can also find out the condition of the road and the position with satellite communication networks (Kota, Goyal, Goyal, & Jain, 2016).

Multimedia can be grouped into several types (Fatdha & Wahyuni, 2017), namely:

1. Interactive multimedia

   Users in this type of media can control the multimedia elements that will be displayed or sent. Example: interactive cd, game, application program (Bedi, 2015).

2. Hyperactive multimedia

   Hyperactive multimedia has a structure with related elements that can be directed by users through links with existing multimedia elements. Examples: websites, mobile banking, world wide web, online games.

3. Linear multimedia

   Linear multimedia is a type of multimedia that runs straight. Example: film, video.

2.2.2 Company Profile

Companies seek to extend their domestic market by finding new customers and profitability hence why Company Profile exist as a tool for promoting their business which Quoted from Niñerola, Campa-Planas, Hernández-Lara, &

Sánchez-Rebull (2016), they consider company profiles on the basis of three factors: sector of activity, size and experience in international business as they concentrate on growth sectors.

According to Muhammad, Prawiradiredja, & Fitriyah (2018) Company profile is a presentation containing corporate value and a product value that will be conveyed/delivered to the public. From the corporate side, the company can convey the historical side that is in itself, How the birth and growth process as an organization. On the other hand, the company also needs to convey what the products is and what products are used for the community.

According to Dumitru, Budica, & Motoi (2016) the information contained in the company profile of a company is:

1. Company history

2. Quality and quantity of members, financial, and resources

3. Organizational structure

4. Past, present and anticipatory actions for the future

5. The reputation of the company in the community.

Also said that company profile must contains the following elements:

1. Representative

   Company profile has the right character and impression to introduce the company.

2. Informative

   Company Profile displays information correctly, accurately, complete, interesting, clear and easy to understand.

There are also benefits in company profile which are listed below:

1. Be able to influence and attract new distributors or partners from all around the world.

2. Can be a good opportunity for the company to attract more customers, especially young people. Since the company profile video will not only be put on the company's website to attract the customers, but also on social media such as Facebook, Twitter, Facebook, and Instagram, It is a great way to introduce the company or products to more people.

2.2.3 Cinematography

Litteneker (2016) says the virtual cinematography system operates based on an objective function which corresponds to a set of shot parameters. When operating on a moving scene, this function must be extended to handle variable parameterization as well as the modelling of smoothing which is pre-defined by shot of Parameter.

Shot of Parameter contains this 5 (Litteneker, 2016), which described on the following:

1. Visibility

   Bluntly put, objects the viewer should see must appear on screen. However, this apparently simple behavior requires two different types of parameters, which are labeled here as frame bounds and occlusion, both of which must be satisfied for an object to be visible.

2. Shot Size

   The amount of space an object occupies in the frame reflects its importance in the scene. For human subjects, this is usually expressed in terms of how much of a particular person is in frame.

3. Relative Angles

The angle from which an audience are shown a particular object can dramatically change the way that an object or character is viewed. This can generally be divided into two different types of angles, height and profile angles.

4. Rule of Thirds

A standard (and very old) rule of thumb in photographic composition is to place important objects near the third lines, both vertical and horizontal, in the frame. The most important objects in the scene are frequently placed nearest to the four intersections of these lines in the camera frame.

5. Look Space

A common technique used to balance a shot is to give substantial space between a character and the frame bound in the direction they are looking, a property which has been given numerous names throughout cinematographic literature, including look space, lead space, nose room, and action room.

There are some basic aspects of DSLR camera settings related to cinematography (Zhang, Yu, Zhang, Khammuang, & Kocaoglu, 2016), namely:

1. Sensor Size

In popular DSLR cameras, there are two commonly used sensor sizes, namely: APS-C size (22 x 15 mm) and full frame size (50 x 39 mm). Larger sensor sizes have more advantages on image quality. These advantages are greater resolution, pixel density and more compatibility

with the camera lens and can arrange for a wider selection of sharp spaces.

2. Lens & Focal Length

The lens serves to transmit light to the area of the sensor forming the image to be absolute. The size of the lens is expressed in physical length which refers to the distance from the optical center of the lens to the focus point located on the sensor in mm. The field of view is determined by the viewpoint of the lens to the real conditions that can be measured vertically or horizontally. A lens with a 50mm focal length is a normal lens because it does not experience a reduction or enlargement and produces the same image as the normal human perspective. The wide lens has a wide viewing angle, perfect for landscape images. A narrow-angle telephoto lens makes it easier to approach objects.

3. ISO & Noise

ISO is a measure of the sensitivity of the film to light. The higher the ISO setting, the more sensitive the sensor is to light. Noise often compared to grain. Grain on film is considered part of certain beauty, while noise on the sensor does not always reflect the aesthetic side.

4. Bokeh & Depth of Field

The term bokeh comes from Japanese which means vague. The vague visuals that highlight the main object become their own aesthetic value in photography. Understanding of bokeh is closely related to the term depth of field which means sharpness focuses on the subject from the results of shooting.

5. Exposure & Aperture

Exposure is the time light is allowed to enter the sensor through the lens and aperture. When taking pictures, DSLRs use a mechanical shutter to capture the duration of the incoming light. Shutter speed refers to how long light is allowed to enter the sensor. Whereas in video mode, DSLRs use electronic shutter, where the sensor is lit up and off to receive light according to a predetermined setting. Aparture is a lens opening when receiving light. Aparture is usually indicated by the term F-stop with a measured number that has been confirmed on the lens. The numbers are related to statements about the bokeh effect and methods for finding sharp spaces.

The technical aspects contained in cinematography using DSLRs are as follows:

1. Compression & Bit Rate

Compression refers to the method of trimming the size of the data from the results of the recording image. The bit rate is the average number of bits needed for video or audio data to produce visual and sound in one second. The bigger the bit rate, the better the visual and sound quality.

2. Frame Rate

Is the number of series of images seen every second. The terms PAL, NTSC and SECAM are standard color signal readings associated with frame rates. Generally this frame rate refers to 25 fps (frames per second).

3. Aspect ratio & Frame Size

The size frame is also called the width and height of the video frame. The frame size unit is pixel. For digital video, the size frame in question is

resolution. The higher the resolution of an image, the greater the information loaded so that the memory needs to read information are also getting bigger. Aspect ratio is used as the main reference in the standard comparison of frame width and height to be displayed in the media.

4. Progressive and Interlaced

Interlace is a system created to eliminate the effects of flashing tube-based television screens. Along with the development of technology, a more advanced interlace pattern was created to approach the cinema's progressive pattern. Progressive technology makes interlace lines when the paused video is not visible.

The following are some camera movements, namely:

1. Pan

Move the camera right and left with a support on one axis

2. Tilt

Camera movement down and up with support on one axis.

3. Zoom

Forward or backward movement caused by playing the lens with the camera position stationary.

4. Tracking

Motion of the camera using rails or following objects to provide three-dimensional effects.

5. Crane shot

Camera movement using mechanical devices or cranes.

2.2.4 Social Media

According to Miller (2016) social media is defined most simply as any site involving user-generated content. Quoted from Perrin, (2015) 65% of adults now use social networking sites-a nearly tenfold jump in the past decade. Age is strongly correlated with social media usage: Those ages 18 to 29 have always been the most likely users of social media by a considerable margin, and for your information that is on 2015.

A pilot case study of the Hallyu phenomenon, a term describing Korean entertainment products that are globally popular, to derive a process model of Innovation Ecosystem development from an IS capabilities perspective. Using an in-depth case study of the various entities involved in the Hallyu (Korean Wave) phenomenon (Kim, Tan, Tan, Ondrus, & Oh, 2017) a term used to describe the cultural entertainment products of Korea such as TV dramas and music that have achieved global popularity which in example, BTS who is the first Korean Pop Group who is able to receive an invitation to Billboard Music Awards where they are nominated and win for Top Social Artist which has never been done by any Asian background artist in America. This can only happened when the ARMYs (BTS fan club) being united on the Social Platform by voting for the group in able to win. And it is recorded the total votes is more than 200 millions and it's only on Twitter, where the one on Facebook and Instagram haven't been totalled. This much Social Engagement enough to identify that a person uses Social Media almost 24/7 in their daily life's.

2.3 Development Tools

2.3.1 Adobe Premiere Pro

Premiere is a powerful editing tool, capable of producing broadcast-quality and high-definition video. It is a very popular package amongst video enthusiasts (Chaudhary, Singh, & Kumar, 2018) is the main application that will be used for editing in video processing. This application is used to select or edit a collection of images from the shooting.

Adobe Premiere features are very detailed and available in full, allowing users to explore video capabilities (Hidayat, Soepriyanto, Pembelajaran, & Malang, 2017). It can be understanding the basic material that we must know when doing video edit. Following are the important functions of the Adobe premiere tool:

1. Selection Tool = This tool, as the name suggests is a selection tool, is a tool used to select or select videos and so on. The selection tool can be used to move or move videos on our timeline (Shortcut V).

2. Track Select Tool = Track select tool, as the name implies is a tool to select tracks, which means we can select or select 1 full track, for example there are many tracks but we want to select only one full track, then we can use this tool. If you want to select all tracks, you can press the shift key (A).

3. Ripple Edit Tool = This tool serves to adjust the edit point or to move other clips into our timeline (B).

4. Rolling Edit Tool = to adjust our editing point between two clips without reducing or adding the rest of our timeline (N).

5. Rate Stretch Tool = functions to speed up speed (duration) or to slow down speed on video. When speed is accelerated automatically the duration of the video will be shorter and vice versa (X).

6. Razor Tool = razor tool functions to cut video clips on our timeline. We can also cut audio with the razor tool (C).

7. Slip tool = serves to move the clip in towards the outside of the points with the same number of initial numbers simultaneously. So that it does not reduce or add to the rest of our timeline (Y).

8. Slide tool = serves to move video clips back and forth on our timeline (U).

9. Pen Tool = functions to make anchors (anchors) in clips, this tool also functions to make our clips transparent, for example 10% transparent to 100% gradually (P).

10. Hand Tool = functions to move the preview of our timeline up or down to the right to the left, it can also move the preview of the results of our video editing project (H).

11. Zoom tool = functions to enlarge or reduce the preview of our timeline (Z).

2.3.2 Adobe After Effect

Adobe After Effects is a digital visual effect, motion graphics, and compositing application used in the post-production process of film making. motion graphic and visual effect software created by Adobe System Inc. This software is an animation and visual effect application that is widely used professionally in the field of digital video. In addition to producing visual effects when making films,

Adobe After Effects is also widely used in creative videos to make video works with a short duration, for example to create ad spots and event spots (Yulandina, Condra, & Firmanda, 2018). Adobe After Effect contains Compositing & Visual FX feature; Some effects are obvious, such as in Marvel movies where explosions, magic, and CG characters frequently collide to create action packed entertainment before our very eyes.

Compositing is the process of laying out various graphics, images, clips, or effects on top of each other to create a cohesive scene. If you have ever seen a recorded video using a green background or background, and in the end result the green background in the video has changed to another image, then the video has gone through the compositing process to replace the green background with a new background. With After Effects, we can do the same thing, because After Effects has the ability to "keying" to do layers of composition.

Visual FX or the Visual effect is everything that is seen in a video where something is not actually made, such as an explosion, a space station, or even just birds flying in the sky. A variety of tools and plug-ins for After Effects make all these things possible.