CHAPTER IV
METHODOLOGY

4.1   Research Design

The research method used in designing and implementing video of Information System Study Program Company profile is applied research which fits in terms of self-financing and video shooting (Coccia, 2018). In designing and implementing this company profile video, we used observation, and literature study techniques. The final result of the design of this video will be used as a medium to introduce the public about Information System Study Program of Universitas Internasional Batam.

4.2   Data Collection Methods

This section will explain methods which are being used in data gathering for research.

4.2.1   Observation

Observation is a research method that includes participant's observation and performs research work in the field. A systematic observation method has been one of the most popularly employed methods which researcher use in making the video of Information System Study Program (Cope, Partington, & Harvey, 2016). What researcher observe here is the daily life of the Information System Study Program which is, class session, laboratory session, even the event held by the HMPS of Information System so the viewer have a glimpse idea of what is happening inside the Information Study Program.

4.2.2   Literature Study

Is a method of data collection by providing strong foundations through books related to problems. The references used are video theory of company profile, video processing techniques and knowledge of the tools needed during the video making process.

4.3   Design Process

The design of Information System Study Program at Universitas Internasional Batam profile videos is done through 3 stages, namely the pre-production stage, the production stage, and the post-production stage. Following are the details of the stages of designing a video company profile:

4.3.1   Pre-Production

The initial stage of production which the process of the video making will be plan. The purpose of this step is to be systematic and clear. In short, the pre-production stage consists of ideas designing and storyboards.

1. Ideas Designing

    Is a process of finding concepts and ideas, namely making the video profile. The process of making a video requires a mature idea so that it can attract attention and provide information that is useful for the viewer. Ideas can be obtained from various things, such as real stories, dreams, and daily life.

2. Storyboard

    It is a sketch or rough picture which sequentially arranged to be used as a basis for shooting objects in making the profile video. (Ronfard, Gandhi, & Boiron, 2015) Storyboard is made so that ideas that have been thought can be conveyed to viewers more easily.

4.3.2 Production

Is the stage of video shooting according to the plan that has been made. The production stage consists of:

1. *Shooting*

   Is a process of taking pictures and videos using camera techniques that are adjusted to the plans that have been made at Pre-Production phase.

2. *Compositing*

   Process of combining all the elements of the video making process.

3. *Editing*

   Is a process of making the videos by providing special effects and exporting it according to needs.

4.3.3 Post Production

This is the stage after the profile video has been produced. The final format of the company profile video is adjusted to the plans that have been made together during the pre-production stage, namely:

1. Three Minute of Video Duration.

2. File Format *.mp4.

3. Video will be implemented at the Universitas Internasional Batam Buletin Board, during the Study Program Introduction to freshman, and posting at @cc.uib Instagram.

4.4 Implementation Phases and Schedule

1. Preparation

   Preparation is the first phase to start the project. In this phase, researcher performs surveys and observations to collect desired information such as

location and environments of internship. researcher also plunge down to the field to get the desired pictures so you can see the in depth of the Information System Study Program.

2. Implementation

While in implementation phase, researcher performs research to gather require data and analyze further, following with implementation afterwards.

3. Report and Assessment

Report and assessment are the last step, in this phase researcher compiles reports, evaluations, and its assessment of the project by supervisor of Internship and a team of lecturer in a session and submission of the hardcover to BAAK.

The internship project is currently ongoing, started in the month of September 2018 as listed in Table 2.

Table 2 Internship Schedule

No	Stages	September 2018			October 2018			November 2018		
1	Designing Ideas and Storyboards			■	■	■				
2	Preparation of reports			■	■	■	■	■	■	■
3	Shooting					■	■	■		■
4	Editing							■	■	■
5	Confirm client									■