GRAPHIC MOTION VIDEO DESIGN LANDMARK PROMOTION IN JAKARTA

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Abstrak

Kota Jakarta memiliki beberapa landmark. Perancangan ini menghasilkan sebuah video promosi yang merepresentasikan landmark di kota Jakarta dengan konsep motion graphic, yang memuat informasi landmark dan sejarah dari landmark tersebut untuk menarik khalayak sehingga dapat membantu program pengembangan pariwisata Jakarta.

Kata Kunci : Landmark, Jakarta, Promosi

Abstract

The city of Jakarta has several landmarks. This design produces a promotional video that represents landmarks in the city of Jakarta with the concept of motion graphics, which contains landmark and historical information from these landmarks to attract audiences so that they can help Jakarta's tourism development program.

***Keyword** : Landmark, Jakarta, Promotion*

Introduction

Along with the development of increasingly sophisticated communication technology, people need information that can be obtained easily anywhere and anytime. the sophistication of communication technology that is currently widely used is television. Every communication process, of course what is expected is that the message given by the message giver is conveyed.

Video is an audio-visual communication medium to convey a message to a group of people gathered in a certain place. (Effendy, 1986).

Promotional communication is one of the four main elements of promotion of companies and government agencies. Marketing and advertisers must know how to use advertising, promotion, sales, publicity, and personal selling, to communicate a product and its value to the target consumer.

First, the communicator must identify the target audience and its characteristics, including their image of the product. The communicator must determine the purpose of communication, whether to create introductions, knowledge, success, choices, beliefs, or purchases. Messages must be designed effectively that include content, structure, format, and sources. Personal and non-personal communication channels must be selected. A touching promotional budget must be established. Promotion costs should be distributed according to the main promotional tools used. The communicator must trace how many markets are familiar with the product, try and be satisfied with the product during the promotion. Finally, all communication must be managed and coordinated to be consistent, precise and effective. (Herlen Farlow, 1979).

Promotional videos are efforts made to influence other parties to participate in marketing activities. Promotion is an effort to communicate useful information about something to influence consumers.

Promotional videos offer a variety of products depending on commercial needs, making promotional videos full of subjective exploration from the maker so that promotional videos can reach the target market or the targeted market from making this promotional video. A promotional video is a scenario translator, where the writings in the scenario will later be visualized through the video made.

Jakarta is the national capital and largest city in Indonesia. Jakarta is the only city in Indonesia that has provincial-level status. Jakarta is located on the northwest coast of Java Island. In the past, several names were known, including Sunda Kelapa, Jayakarta and Batavia.

After Indonesia's independence, the Indonesian government established several landmarks in Jakarta to show Indonesia's splendor. Landmark also has a lot of historical value.

Landmark has several functions. Namely, as a medium for education, greening and urban planning and as a tourism object. (Fellbaum, C., 1998). In Jakarta there are many landmarks that hold a lot of historical and cultural values in Indonesia but no promotional videos have been made by the government. Currently, many promotional media are in digital and video forms. because of this the writer

chose to make a promotional video for landmarks in Jakarta.

According to Sukarno, in his final assignment, he said that: Motion graphics are pieces of time-based visual media that combine film and graphic design. This can be achieved by combining various elements suchas 2D and 3D animation, video, film, typography, illustration, photography, and music. Common uses of motion graphics are as the title sequence (opening scene) of a filmor TV series, a logo that moves at the end of an advertisement, elements such as a 3D logothat swirls on a broadcast, and with the internet, web-based animation, etc.

Sukarno, (2008: 2) in his final assignment explains: According to Film Theorist Michael Betancourt, in his article entitled The Origins of Motion Graphics, which was published in Cinegraphic on January 6, 2012, motion graphics are media that use video recordings and / or animation technology to create the illusion of motion and is usually combined with audio for use in multimedia output. Motion graphics are usually displayed via electronic media technology, but can be displayed through technology-supported instructions (eg thaumatrope, phenakistoscope, stroboscope, zoetrope, praxinoscope, and flip book as well). This term is useful for distinguishing still graphics from graphics with a changing appearance over time (transforming graphics).

According to Sukarno, (2008: 2) The scope of motion graphics has gone beyond methods such as frame-by-frame footage and animation. Today computers are capable of calculating and randomizing changes in an image to create the illusion of movement and transformation. Computer animation is able to use less information space (computer memory) with automatic tweening, rendering the main changes in an image within a specified time. This is known as a keyframe. The Adobe Flash program, for example, uses tweening computer animation as well as frame-by-frame animation and video.

Wardhani, (2014: 3) in his journal explains: "Motion graphics are graphics that use video and / or animation to create the illusion of motion or transformation. Graphic design has changed from static publishing by utilizing communication technology including film, animation, interactive media, and environmental design".

With the problems described above, the writer wants to make a promotional video for Jakarta landmarks in the form of motion graphics as a work for the final project.

Communication Theory

Communication is a process of delivering messages from one person to another which aims to inform, express opinions and change behavior or change attitudes which are carried out either directly or indirectly. The four core components of communication are Source, Receiver, Message and Channel.

According to Everett M. Rogers andD. Lawrence Kincaid, communication is a process where two or more people form or exchange information with each other which in turn will arrive at a deep mutual understanding (Cangara, 1980: 20). With this statement, communication can be interpreted as a process of exchanging information between two or more people to understand and understand each other.

Design Style

Wagiono Sunarto in his book entitled Design Style Historical Review said that the term "design" was known in Indonesia long after its appearance in Western countries. In addition, the understanding and design concepts that have developed in the West have also been accepted by the Indonesian people a few years later. Stylish design, Art Deco for example, which since the 1920s became popular in Europe, only started to become significantly visible in Indonesian cities in the 1940s. However, in its development, this time gap is getting shorter thanks to the rapid spread of information through the media.

He continued, in general, a design style or art style is a way of expression or aesthetic attitude that is unique and unique to a work of art that appears because of its creation technique, visual concept, or aesthetic. Design style can give hints about a certain period or period, a certain place or country, or a particular school of thought or mashab. The design style also provides clues to the designer's personal attitude and concept. Accordingly, design styles can be distinguished by:

1. Period Style
2. Place Style (Regional Style, National Style,Local / Provincial Style)
3. Style because of a Movement of Thought (Movement)
4. Personal Style

Design style is a unique and unique way of expression or aesthetic attitude in a work that arises because of its creative techniques, visual concepts, or aesthetics. Design style can give hints about a certain period or period, a certain place or country, or a particular school of thought. The design style also provides clues to the designer's personal attitude and concept.

In other words, determining a design style is one of the main points before working on a work because with a design style, the work can be directed towards what style goals.

Video

The word video comes from a Latin word, which means 'I see'. Video is electronic signal payment technology that represents a moving image. A common application of video technology is television. Videos can also be used in engineering, scientific, production, and security applications, the term video too is used as an abbreviation for videotape, video recorder, and video player.

Vector

According to (Supiyono. Rakhmat. 2010. Visual communication design theory and applications, 2010: 168-170). Illustration function is to clarify the text and at the same time as an eye catcher. In line with the emergence of various image processing software, various types and forms of illustration have developed, not only in the form of photographs and manual images.

Illustration is an important element that is often used in the communication of a design because it is often seen as a universal language that can break through the barriers caused by differences in language and words. Illustrations can convey a thing more quickly and effectively than text.

Principles of Layout

There are many things that must be considered in creating a layout, from composition, content, photography and so on. This is explained by Anggraini (2013: 75) in Nugroho (2015), the principles are:

1. Sequence. The order of attention in a layout or the flow of the eye when viewing a layout. A good layout can lead us into the information presented on the layout. So here the order of layout should be arranged according to priority.
2. Emphasis. Emphasis on specific sections on layout. This emphasis serves so that the reader can be more focused or focused on the most important parts.
3. Balance. The technique of adjusting balance to layout elements. The principle of balance is divided into two types, symmetrical balance and asymmetric balance. In symmetrical equilibrium, the opposite sides must match exactly in order to create a balance
4. Unity. Namely creating unity in the overall design. All elements used must be related and arranged appropriately.

Method of Collecting Data Research sites

In writing this research, the author conducted research into National Monument, China Town, Lapangan Banteng, Jakarta History Museum Field, known as Kota Tua and few more landmark. This location is a tourist attraction that is never empty of visitors.

Research Approach

Carrying a descriptive method with a qualitative research approach. According to Sugiyono (2009: 15), the definition of qualitative research is research based on the philosophy of post positivism, used to examine the conditions of natural objects, (as opposed to experiments) where the researcher is the key instrument, the sampling of data sources is done purposively and snowball. , the collection technique by tri - accounting (combined), data analysis is inductive or qualitative, and the results of qualitative research emphasize meaning rather than generalization.

Method of collecting data

The data collection method used in this study is by means of structured and unstructured interviews and by means of non-participant observation as supporting data.

The interview is a data collection technique that is carried out through face-to-face and direct questions and answers between the researcher and the resource person. Along with technological developments, the interview method can also be done through certain media, for example telephone, email, or Skype.

Observation is a complex data collection method because it involves various factors in its implementation. Observational data collection methods not only measure the attitudes of respondents, but can also be used to record various phenomena that occur.

Through interviews with related officers will produce descriptive qualitative data. And non-participant observation will produce data in the form of documentation (photos of observations).

Results and Discussion

Following are the results of the methods and approaches as well as the properties that have been described previously.

Interview

From the results of interviews with the guarding officers, it can be seen that the increase in visitors occurred on Saturday afternoon and Sunday afternoon. For several points, there are security

officers guarding the relics in the Jakarta History Museum Field area. There are guard posts in several places, but only one information center post is called KOTIC, namely the Kota Tua Tourist Information Center which is managed by UPT Kota Tua Jakarta. The location of this information center is on the right side of the Jakarta History Museum or Fatahillah Museum, or at the first entrance of the arrival of Jakarta Kota Station.

The working hours of KOTIC officers from UPT Kota Tua Jakarta start at 08:00 WIB until 16:00 WIB, after which KOTIC officers are no longer guarded, but are replaced by SATGAS who are also tasked with securing the surrounding area. After 16:00 WIB, tourists who want to get information can still be assisted by the SATGAS guarding them, but the information obtained will be limited.

At several points, the researcher also observed that there were many speakers who were alerted, their functions, among others, were to urge visitors to throw garbage in the trash bins that had been provided, to inform the activities of the event that was about to start, to announce news of the loss and to warn them to take proper selfies on historical relics.

Media Concepts

The drafting of the interactive media design concept in the form of an Android-based photo application is divided into three stages of thinking, namely media objectives, strategy and media selection.

Media Goal

The purpose of this media is the media used for promotional and interactive media. Observations can be used to see from different point of view of. An interactive video system that usually uses Adobe after effects and Adobe premiere software. Important strategic objectives are carried out in order to get to the right target in the making of the documentary video design process that the author made.

Media Strategy

The strategy arranged in designing interactive media in the form of photo applications is divided into several stages, namely:

1. Conduct general research related to interactive media applications or programming.
   The first step taken to start the design by looking for a number of general data related to the arrangement of events.
2. Conduct research and data collection in the form of interviews with representatives of the Jakarta Old Town Management Unit and the author's observations.

Collecting data from Kota Tua Jakarta is the initial basis for the preparation of this work which will later be developed to an advanced level so that it can help the completeness of the preparation of this android application work.

3. SWOT Analysis and Positioning SWOT analysis of Strength, Weakness,
   Opportunity and Threat to find out the advantages and disadvantages of the aspects or objects under study. Positioning analysis that is adjusted with data from the Kota Tua Jakarta Management Unit to determine the uniqueness and attractiveness of visitors to Kota Tua Jakarta.
   a) Strength
      - This application can be used as a promotional media for the Kota Tua Jakarta Field as a venue for associations or event performances.
      - The launch of this application can be a new attraction for visitors to Kota Tua Jakarta.
   b) Weaknesses
      - The downside of this application is that this application is only available for certain types of smartphones.
      - Lack of direct sharing features to social media.
   c) Opportunities
      - The phenomenon of today's society that relies on smart phones is certainly a good opportunity for this photo application work.
      - Used as a promotional media in introducing and sharing information about Jakarta Old Town Square.
   d) Threat
      - There will be applications with the same purpose but packed with even more interesting ones.
      - During its launch, this application's work will find it difficult to get an intense audience's attention.
4. Formulation of Media Concepts
   The formulation of the media concept starts from finding appropriate keywords based on research and analysis of existing supporting data. Then analyzing the color according to the character of the keyword, typography that fits the concept must have a strong basic reference so that it fits the keyword and has a unity of design called unity.
5. Production and Post Production
   Production is carried out in accordance with the targets and objectives of the media, by applying all design concepts to the promotional media for

printing to be produced and continuing until the post-production stage.

Media Selection

After determining the objectives of the media and planning a media strategy, the stage that is no less important is the stage of selecting the media. Media in general is divided into print media and electronic media. Print media such as magazines, books, newspapers, posters, brochures, and so on. While electronic media consists of audio visual and radio audio, video, film, television, computers and the like. Related to the title of the final project, the media used by the writer is audio visual media.

This choice is due to the audio-visual media which has dynamic and interactive characteristics compared to print media. Thus, it is hoped that the design of the Motion Graphic video for Landmark Promotion in Jakarta can be viewed via YouTube or Instagram.

Target Media

1) Geographical Aspects
   Big cities that have direct access to Old Town Jakarta such as Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek)
2) Demographics Gender: Male, Female Age: 15 - 35 years Social Status: All circles
3) In terms of psychographics
   People who experience the current phenomenon by utilizing technology and social media to share and exchange information, and who wish to have recreation in the city or city center

Media Guide

A media also needs assistance so that it can function optimally as a tool or means of conveying messages. According to the large Indonesian dictionary, a guide is "(1) a guide; companion (2) (book) instructions ". Meanwhile, the media as stated earlier is a tool or means to convey messages. Therefore, it can be ignored that the media guidelines are the instructions that are followed when using a media.

Media Program

The concept of media in the making of this work includes predetermined media programs, the media program consists of:

1) Stationary : letterhead, name card, and envelope. It used by the author as the developer of this application.
2) Print media : poster, flyer, x-banner, and decal

3) Merchandise : calendar, totebag, drinking bottles, pen, pin, hand-held fan
4) Uniform : T-shirt
5) Special media : video

Creative Concepts

The creative concept of the writer uses one of the Infographic Show channels on Youtube as information. The infographic show that the author uses is based on electronic media, especially in the field of streaming media. With all the media mentioned above, of course a mature creative concept is needed. So that later all these media are able to attract the attention of the audience.

Keyword

Keywords in the formation of visual identity are very important considering that keywords are subjectivity in making identity designs. The objective can be a comprehensive design in accordance with the predetermined keywords from the start. Therefore, the keywords that have been determined in the formation of the visual identity of the Motion Graphic Landmark Promotion Video in Jakarta, are unique, elegant, dynamic where these keywords are a form of the predetermined brand value, namely, "unique, elegant, dynamic".

Creative Strategy

Creative strategy is an approach and systematic thinking that helps in the preparation of a promotion to maximize visual appeal. The creative strategy used by the author is to provide an appropriate visual design to describe each landmark discussed for branding or to form a product image in the eyes of consumers, namely by play this video to an alternative play to introduce this video to the audience. The design of the Motion Graphic Promotional Landmark video in Jakarta which will be described in detail and clearly is as follows:

Color

The colors that are used as the concept for designing interactive media "Batavia" include:

a. Yellow
   This color is a derivative of the yellow color, known as amber or amber. This color began to be favored for its beauty since the stone age, amber is one of the most striking natural gems in the world. Its golden orange color endows this rare fossil with a warmth and luxury that has inspired designers and artists for centuries. The amber shades range from deep syrupy yellow to white vanilla but always glow with a distinctive golden hue.

b. Orange

The color orange gives off a warm and vibrant vibe and is a symbol of adventure, optimism, confidence and social skills. Orange is an amalgamation of red and yellow, giving off a strong and warm effect.
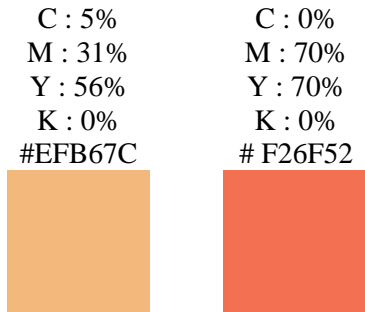
C : 5%	C : 0%
M : 31%	M : 70%
Y : 56%	Y : 70%
K : 0%	K : 0%
#EFB67C	# F26F52

Image 1

Typography

The typography used by the author is the Berkshire Swash font that the author uses on the Motion Graphic Landmark Promotion in Jakarta and then promotional media such as Stickers, Posters, Billboards, X-Banners and Sticker Labels.
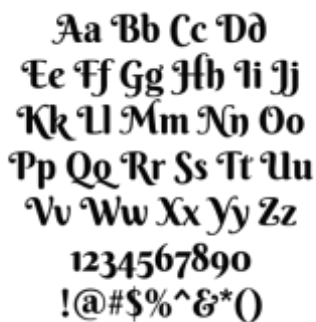
Aa Bb Cc Dd
Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890
!@#$%^&*()

Image 2

Creative Program

The creative program is divided into several work production processes that will be applied to various media, including:

Print Process

The printing process carried out in the preparation of this work media is carried out by submitting the design data to be printed, then selecting the materials to be used with the media to be printed. After all the processes are complete, proceed with the cutting process. The printing process here is made in offset printing because it is made on a large scale.

Pre Production

Pre Production is an early stage process in making a product or work, in the form of collecting all data and elements related to production. From starting to define pouring ideas, designing workflow planning products, planning the production process.

Production

Production is the process of determining or creating unique characteristics and features of a product or work. Process selection is the development of the processes required to produce these products. In this work, production is the process of making an application work from designing a flowchart to a finished work.

Post Production

Finishing is rendering the video in the Adobe Media Encoder in H.264 or MPEG 4 format and put on a DVD.

Communication Concept

The concept of communication in media interaction is in the form of several basic concepts that will be used in conveying information both in writing and visually.

Communication Purpose

The purpose of communication to be achieved from media interaction is to increase public awareness of gadget technology which can be used as a style not to damage the environment. Because at this time people more often interact using technology.

Communication Strategy

Communication strategies are carried out in the preparation of interactive media application work through design and media design that can invite the public to be able to use this application work.

Main Media

The main media in designing this final project is a photo application with augmented reality technology. The main media is the media that is the main or core of this work, followed by the supporting media.

Video

The word video comes from a Latin word, which means 'I see'. Video is electronic signal payment technology that represents a moving image. A common application of video technology is television. Videos can also be used in engineering, scientific, production, and security applications, the term video too is used as an abbreviation for videotape, video recorder, and video player.

Related to the Design of Audio Visual Video Motion Graphic, Landmark Promotion in Jakarta, is a mass communication tool that is still considered effective today. In this audio-visual design, it is made

with a duration of 3 minutes in which it tells about landmarks in Jakarta that are good to visit.

Image 3

Image 4

Story Board Documentation

Storyboard is a concept of communication and creative expression, a media technique for conveying messages and ideas, in other words a storyboard is a script that is set in the form of an image. Regarding the Design of Audio Visual Video for Feature Television Programs of Climbing Mount Gede Pangrango Episode Kaki Gunung Putri, the storyboard is used as an illustration of the storyline to be made.

Promotion Support Media

The design process for promotional supporting media from the promotion of the Batavia application was executed by applying the concepts and visual elements discussed in the previous chapter. The following is a layout design that has been applied to promotional media.

Poster

Posters are one of the most frequently seen promotional strategies by the public, therefore this poster is designed in an attractive way so that people want to see the Motion Graphic Video for Landmark Promotion in Jakarta. The poster sizes used are A2 and A3, according to the author, this is sufficient to attract the attention of the target audience with these sizes.

Image 5

Brochure

Brochures are one of the most frequently seen promotional strategies for the public, therefore this brochure is designed in an attractive way so that people want to see the Motion Graphic Video for Landmark Promotion in Jakarta. The brochure size used is A4 with 3 folds.

Image 6

X-Banner

X-Banner is a form of outdoor advertising promotion and has a fairly large size. In a real sense, an x-banner is a poster with a size that is large enough and placed high in a certain place where people are busy walking. X-banner is one of the most widely used outdoor media billboard models.

Image 7

Image 9

Digital Advertising

Digital advertising is one of the most frequently seen digital promotion strategies by the public, therefore this Instagram poster is designed in an attractive way so that people want to come to this Jakartascape event.

Image 8

Merchandise

The design process of merchandise is executed by applying the concepts and elements of the visuals that have been determined in the previous chapter. The following is a visual concept that has been applied and printed in the form of merchandise.

Calendar

Calendar is very important, especially before the New Year. But the calendar made by the author. With 190 gsm Art Carton. Because according to the author, making a calendar with an attractive design will be placed in a strategic place for the target audience, and of course its function as a calendar will be useful, the media will be part of the promotion of the main media for a full year.

Tote Bag

Tote Bag is the easiest promotional media to expand the promotional area. If many target audiences are interested in wearing it, of course it will prove the success of the tote bag as a good promotional medium.

In addition, the tote bag is used by the target audience, so indirectly they will expand the promotional area to areas that are not covered by promotional media, and that will greatly benefit the author. In addition, the design on the tote bag media is not as detailed as other promotional media, because according to the author it is more suitable as a promotional media by only using vector vector images of landmarks to be conveyed to the target audience.

Image 10

Glass

A glass is very important in a climbing trip, useful for drinking purposes when the target audience is traveling, therefore a promotional media in the form of a tumbler glass will attract many target audiences to wear it.

Image 11

T-shirt

T-shirts are the easiest promotional media to expand the promotional area. If many target audiences are interested in wearing it, of course it will prove the success of the t-shirt as a good promotional medium.

Image 12

Conclusion

A well-conceptualized visualization of Landmark Promotional Video Motion Graphic in Jakarta requires the right integration of data and visual elements, and by using Visual Communication Design theories and the application of design styles, the authors are able to process data well and create visualization of Landmark Promotional Motion Graphic Videos in Jakarta.

As for visualizing the audio-visual Video Motion Graphic Promotion of Landmark in Jakarta, the writer carried out a gradual analysis of the data about landmarks in Jakarta, and based on the audio-visual theory, using image-taking techniques in the form of video to create a good video.

In the end, the authors conclude that in designing a well-conceptualized promotional video, a good understanding of the study is needed as well. This understanding, combined with the goal of creating the work, will bring many strong contributions to the next stages, including conceptualization, design design and marketing planning.

In designing the audio-visual Video Motion Graphic Promotion of Landmark in Jakarta, the author also integrates the characteristics of the infographic video that have been understood into the design, not forgetting the application of standard but simple language so that it is easily understood by the audience.

Suggestion

Although in the process of working on this report and final project work has a high level of calculation and accuracy, of course the author is not free from several mistakes. Therefore, based on the mistakes made, the author tries to provide some suggestions which can later be used as references. For universities, the final project is a compulsory subject for students of the Esa Unggul University Visual Communication Design Study Program. Every student must be prepared to undergo and try as much as possible to produce a good Final Project, not only for himself but also for others. It is better if Esa Unggul University as an educational institution helps students against possible obstacles that can occur during their Final Project, such as helping students by completing campus facilities, be it books as theoretical references or tools that support the needs of writers. The last for my juniors who want to do the Final Project, it should be carefully designed and collaborating well with the lecturers so that the results can be achieved maximally.

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