Cinematography and Motion Tracking Techniques in Making a Video Profile for "Genteng Pancasan" Information

Fadil Yahya[1], Chatarina Wilma[2]

[1] Universitas Pancasakti, Tegal, Indonesia
fadily4hya@gmail.com
[2] Universitas Pancasakti, Tegal, Indonesia
wilma.chat@gmail.com

ARTICLE INFO

ABSTRACT

The development of the world of technology is indeed very fast, especially in the field of multimedia, many companies use multimedia as advertising media content. Multimedia is a technique that combines elements of sound (audio), graphics and video or animation. The use of motion tracking and cinematography techniques in the world of promotion can be in the form of video content and company profiles. This is what prompted the company "Genteng Pancasan" to take advantage of multimedia content, namely in the form of videos as information and promotion media to introduce products more. The author seeks to help the problems in the promotion of "Genteng Pancasan" so that they can increase the selling value of their products. The result of this paper is a video prototype using cinematography and motion tracking techniques.

History :

Keyword :

Corresponding Author:

Chatarina Wilma
Universitas Pancasakti, Tegal, Indonesia
Email: wilma.chat@gmail.com

INTRODUCTION

Multimedia has techniques that can make videos interesting and are used in making films. Cinematography technique and Motion Tracking technique is an effort to describe to audiences, through the use of techniques that combine video and text to produce professional visuals[1]. With motion tracking techniques computers can capture movement, Motion Tracking has begun to be used extensively to make films that must use motion simulation[2]. Motion tracking is a technique that can be used for a number of different purposes. The basic idea behind motion tracking is that video frames can be analyzed to follow an object's position through time. This can be useful for detecting the presence of any motion for complex motion capture used in video editing[3].

Multimedia transforms the computer's traditional textual representation into a medium of interest and curiosity. Reception of information becomes better if it is managed properly, so that multimedia can be very enjoyable[4]. Many multimedia products come into the house. Most multimedia products enter homes through television networks or personal computers (PCs). Game machines (games) also come into the house. The use of advertising is to offer products to consumers. Ads can be text or audio with video. This advertisement can also be finished as a 2 or 3 dimensional animated image using the available software[5].

The use of motion tracking and cinematography techniques in the world of promotion can be in the form of video content and company profiles. Cinematography has been applied to, Cinematography in Efforts to Increase Tourism Promotion in "Kampung Nde", West Java[6]. However, this research still has drawbacks, namely the people in the research locations still lack cinematography skills as an effort to promote tourism, promotions that residents use only by word of mouth for tourists, this makes it less attractive[7].

The advantage of the cinematography technique is to create visual moments with a creative process, so that you can fully control the concept, the set up is mature. The advantage of motion tracking techniques is that they create complex movements and realistic physical interactions, and can be generated in less time than traditional animation techniques. This contributes to cost effectiveness and meeting production deadlines[8]. Therefore the researchers combined the two techniques to create informational and promotional videos that emphasize visual concepts, real interactions with cost and time effectiveness[9]. Cinematography is an attempt to present it to the public, through the use of techniques that combine video and text to create professional images. Cinematography has diverse ethics, such as videos that use sunlight[10].

This is what prompted the company "Genteng Pancasan" to utilize multimedia content, namely in the form of video as an information and promotional medium to introduce products more. According to the results of an interview with Mr. Raswan as the owner of a tile company who comes from Pancasan Village, Ajibarang District, Banyumas Regency, Central Java, has a strategic geography because it is on the main route Purwokerto - Cilacap. Pancasan Village is the center of the tile industry in Banyumas Regency. The main economy of Pancasan village residents is the tile craftsman industry, 70% of the population runs this business. Pancasan tile buyers mostly use brokers, where the brokers carry out promotions directly, and gather as many customers as possible to offer tiles.

However, the price offered by brokers is cheaper than the tile price of the entrepreneur himself and the quality is not good enough so that the tile entrepreneur does not have regular customers[9]. In addition, there are still many people who do not understand the manufacturing process and the quality of the Pancasan tile. This is what causes the tile entrepreneur's business to not develop, in order to disseminate

information and also as a promotion for "Pancasan tile" entrepreneurs need information media.

METHOD

In this video design method the author uses the Multimedia Development Life Cycle (MDLC) method. This method was chosen because it is suitable for this research, so that the production process becomes easier and runs well. Following are the stages of MDLC in designing an information video:
1. Pre Production.
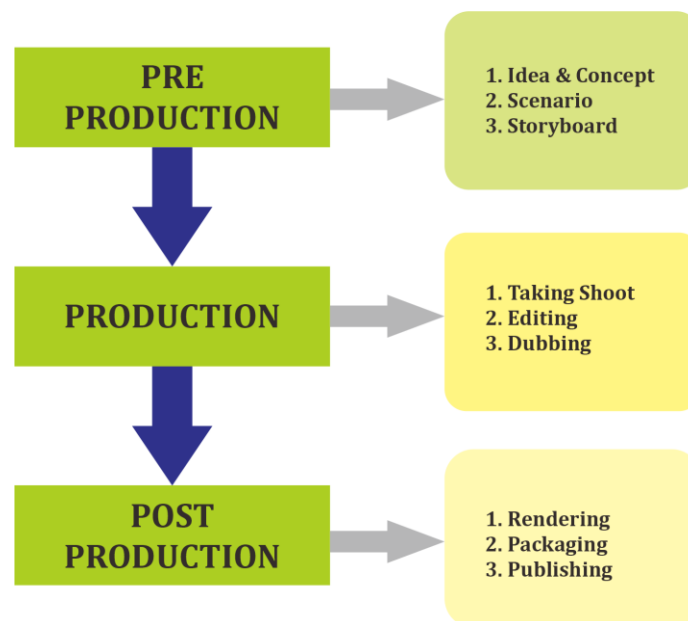2. Production.
3. Post Production

For detailed steps can be seen in the following figure:

Figure 1, Detail MDLC Concept Method.

Storyboard is a visual form/image of the scenario that has been made, in the form of picture boxes (like comics) that describe the storyline and the scenes to be made in the film. Storyboard serves as the main guide of the production process (storyboard is a film blueprint). Therefore, all kinds of information needed must be made and listed in the storyboard, such as camera angles, layout/staging, duration, timing, dialogue, expressions, and other information.

Editing is the process of editing the results of the video that has been taken and also editing the sound. In this process, unnecessary video or sound clips are discarded. While rendering is the process of calculating the video that has been given effects, and movement. Thus, the video results obtained look very interesting.

Finally, in the post-production process, is the end of an information video production, namely the final preview, which is the evaluation stage of the integration of the entire video, audio and effects that have been made.

RESULT & DISCUSSION

1. Idea.

This process is the process of finding story ideas based on observations and ideas for videos that will be made from the problems that exist in the tile manufacturing site in Pancasan where there is no information or promotion media, so many people do not know about the process of producing Pancasan tiles which have the best quality of a tile. Based on the existing problems, the video will contain tile information, and research locations as information media or promotion of Pancasan tiles.
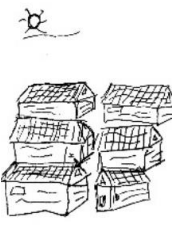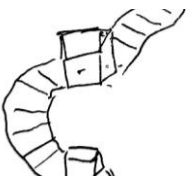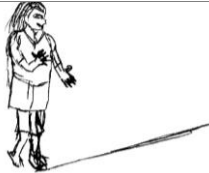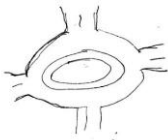
2. Topic Concept.

Based on the theme of the story, the video that was made will tell the history of roof tiles from the beginning of its creation until the emergence of the bubonic plague in Indonesia which required roof tiles to replace thatched leaves by the Dutch colonial government and continues until now, a location for making roof tiles tells of Pancasan Village, Ajibarang District, Banyumas Regency. The advantages of the tile will tell about the advantages of the tile in general and the advantages of the Pancasan tile, then in a video scenario containing the tile making activities carried out by the workers, the tile making process begins with the mixing process, then the mixing process continues, then the tile printing process uses a press, then tile drying process and finally the tile burning process.

3. Storyboard.

Storyboard used to provide an overview of the video that will be produced and see the continuity of the storyline that will be recorded. The description in this storyboard is not carried out in detail but rather a general description of the events that will be made. The following table is an initial description of the video concept planning that will be made:

Table 1, Storyboard

Take	Board	Duration	Script
1		00.00 - 00.12	Showing housing or views of Pancasan Village.
2		00.13 – 00.30	Displays the history of the typical Pancasan roof tiles.

3		00.31 - 00.47	Showing the use of clay as pottery in Indonesia.
4		00.54 - 01.00	Displays the main character's activity before making the tile.
5		01.02 - 01.20	Shows bubonic plague in Indonesia.
6		01.21 - 01.30	Featuring Ajibarang City Park.
7		01.31 - 01.36	Showing the Streets at Andang Pangrenan.
8		01.37 - 01.56	Showing the main character heading to the tile production site.

4. Model.

In this stage, the voice recording will be used as a voice actor in the video. In this step use Audacity to get clear and quality sound recordings. Then the recorded file will be saved using the mp3 file format to facilitate the next process. In Figure 4.1 below it can be seen that the following is the process of sound editing or dubbing which will be applied to video editing.
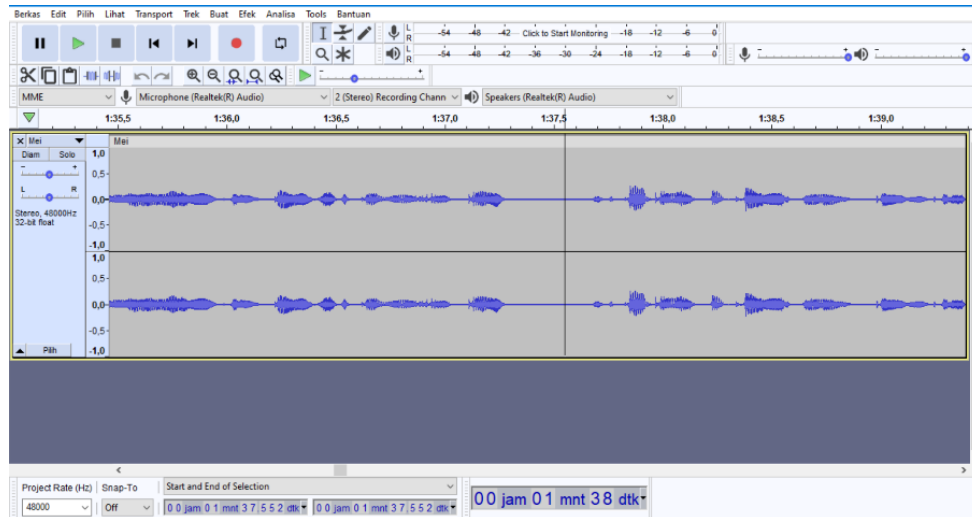

Figure 2, Voice recording process.

This process is in the form of an intro/opening video, the video is taken in the morning so that the audience can understand the content to be seen. In the form of a specific description of the location of a scene.

Figure 3, Taking shoot image process.

5. Editing.

This process is in the form of a video of the tile production process, the video was taken for two days with the aim of being able to package scenes of the process of making pancasan tiles, and the audience can understand the content that will be seen. In the form of a specific description of the process of making pancasan tiles. After all the video shooting has been completed, the next step is the scene merging process.
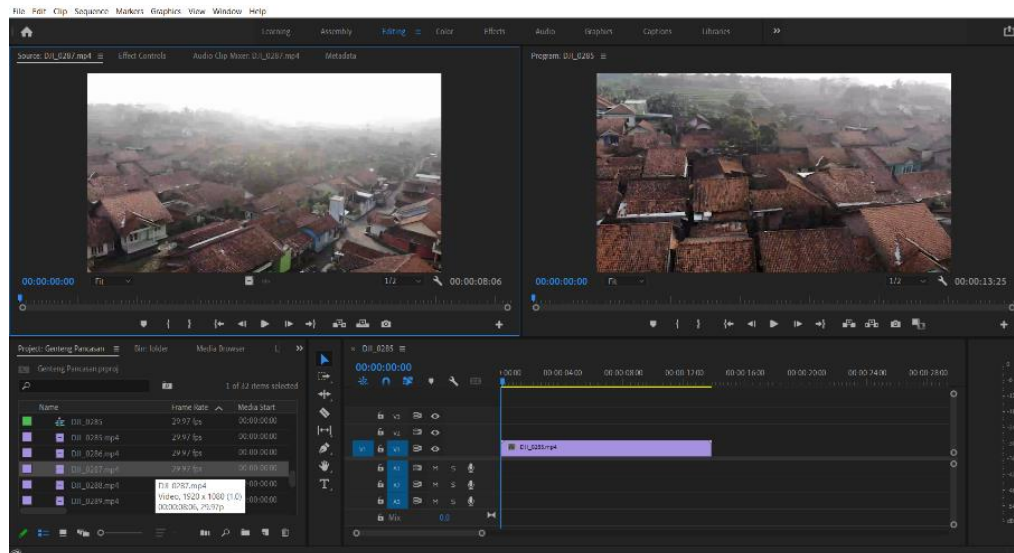

Figure 4, Editing process.

After all video capture has been completed, the next step is the process of entering elements in the form of text and subtitles to clarify information.

6. Publishing.

At this stage the process is the final stage of making a logo, namely, asking for feedback from the company. Where in this process the company asks to add information in the form of addresses and telephone numbers.
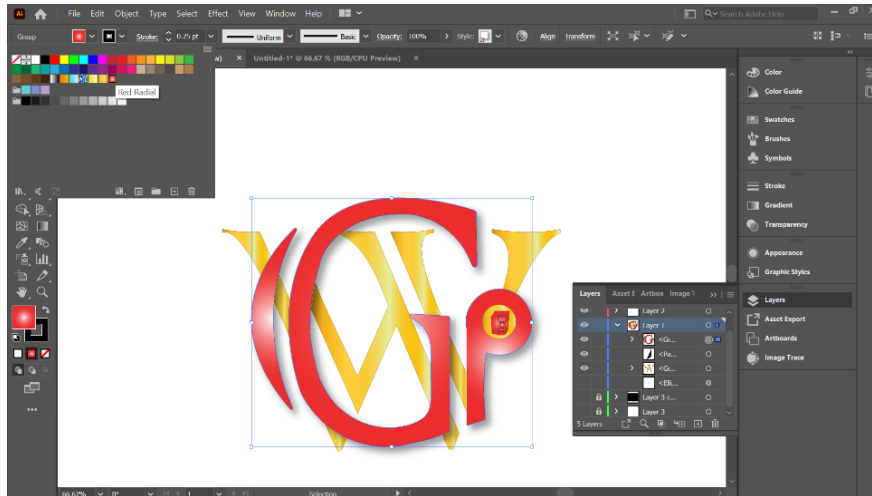

Figure 5, Logo model.

This is the final stage of uniting what has been done in the video production process, implementing cinematography and motion tracking techniques in making the information video "Genteng Pancasan". or disseminated through social media by uploading to Youtube.

CONCLUTIONS

Based on the results discussed in the previous explanation, it can be concluded that the best quality information media for Pancasan roof tiles has been successfully created for the community with a duration of 5 minutes 16 seconds in mp4 format, so that it can support the media for conveying information by the Pancasan tile production house. Based on the questionnaire that was carried out using a Likert scale, the results of the questionnaire obtained a value belonging to the very good criteria so that it can be concluded that the information video on the process of making Pancasan roof tiles is worthy of publication.

Acknowledgement

REFERENCE

[1]   W. A. Prasetya, I. I. W. Suwatra, and L. P. P. Mahadewi, "Pengembangan Video Animasi Pembelajaran Pada Mata Pelajaran Matematika," *J. Penelit. dan Pengemb. Pendidik.*, vol. 5, no. 1, pp. 60–68, 2021, [Online]. Available: file:///D:/Semester 7/jurnal kajian relevan/32509-78001-1-PB (1).pdf

[2] D. Utami, "Efektifitas Animasi Dalam Pembelajaran," *Maj. Ilm. Pembelajaran*, vol. 7, no. 1, pp. 44–52, 2011.

[3] A. Faris and A. F. Lestari, "Rancangan Animasi Pembelajaran Interaktif Alfabet Pada Pendidikan Anak Usia Dini," *J. Tek. Komput. AMIK BSI*, vol. II, no. 1, pp. 59–67, 2016, [Online]. Available: https://ejournal.bsi.ac.id/ejurnal/index.php/jtk/article/download/363/272

[4] P. J. R. Ponza, I. N. Jampel, and I. K. Sudarma, "Pengembangan Media Video Animasi Pada Pembelajaran Siswa Kelas Iv Di Sekolah Dasar," *J. EDUTECH Univ. Pendidik. Ganesha*, vol. 6, no. 1, pp. 9–19, 2018.

[5] Binanto, "Multimedia Digital, Dasar Teori dan Pengembangannya," Andi Publishing, 2010, p. 150.

[6] B. Santosa and B. E. Purnama, "Perancangan Studio Mini Berbasis Multimedia Universitas Surakarta," *Sentra Penelit. Eng. dan Edukasi*, vol. 2, no. 2, pp. 1–3, 2011.

[7] A. Anggraeni and D. Iriani, "Perancangan Iklan Layanan Masyarakat (ILM) berupa animasi motion graphic tentang larangan membuang sampah sembarangan di jalan Mahar Martanegara Kota Cimahi.," *Kreatif*, vol. 1, no. 1, pp. 1–10, 2019.

[8] S. Balandin, I. Oliver, S. Boldyrev, A. Smirnov, N. Shilov, and A. Kashevnik, "Multimedia services on top of M3 Smart Spaces," *Proc. - 2010 IEEE Reg. 8 Int. Conf. Comput. Technol. Electr. Electron. Eng. Sib.*, vol. 13, no. 2, pp. 728–732, 2010, doi: 10.1109/SIBIRCON.2010.5555154.

[9] P. Mei, K. Kurniawan, and W. F. Eva, "Pengaruh Periklanan dan Promosi Penjualan Keputusan Pembelian. Jurnal Ilmiah Manajemen Kesatuan," *DASSI*, vol. 17, no. 1, 2016.

[10] L. Lesilolo, Z. Zamroni, and S. Suyata, "Kebebasan Siswa Dalam Budaya Demokratis Di Sekolah (Studi Multi Kasus Di Sma Yogyakarta)," *J. Pembang. Pendidik. Fondasi dan Apl.*, vol. 2, no. 2, pp. 54–61, 2015.