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DESIGN AND DEVELOPMENT OF "BOLLYWOOD-ISASI HOLLYWOOD FILM" PARODI VIDEO USING R&D (RESEARCH AND DEVELOPMENT)

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ABSTRACT

The very rapid development of technology in today's virtual world provides a separate space for creative people to produce copyrighted works in various expressions, including parody video works. The development of the virtual world is getting easier, and the development of platforms in cyberspace such as Youtube, Instagram, Facebook and so on can make someone easily share their experiences or stories on these platforms, one can also take advantage of these media to be used as a means of showing his creations which are the result of his personal creative thinking so that it can be enjoyed by the general public. Design and development of parody bollywood videos - Hollywood films using the R&D (Research and Development) research method used to develop parody videos to produce parody works that can be seen by the general public. These process steps are usually called the R&D cycle whose field is testing a work or product that will be used, in the R&D method before developing a product we must test the work or product that will be used in the end and revise it to correct deficiencies found in this stage. propose a research test that is used to develop parody videos to produce a parody work that can be seen by the general public.

Keywords : Video Parody, Hollywood, Bollywood-Isasi, R&D, Research And Development

INTRODUCTION

The rapid development of technology in today's virtual world provides a separate space for creative people to produce copyrighted works in various expressions, including parody video works (De Reuver, Sørensen, and Basole 2018) . The virtual world has now become an unlimited space that is used

by the public as a very accessible forum to channel various expressions that cannot be channeled in the real world directly or through other conventional media. The development of the virtual world is getting easier, and the development of platforms in cyberspace such as Youtube, Instagram, Facebook and so on can make it easier for someone to share their

experiences or stories on these platforms, one can also take advantage of these media to be used as a means of showing His creations are the result of his personal creative thoughts so that they can be enjoyed by the general public. Parody works are generally born as a form of expression of admiration or even criticism of social phenomena that are happening in society(Lubis and Lubis n.d.). One of the parodies that became famous after being uploaded on social media was Aryawiguna's parody which was uploaded in 2013 through the video sharing site YouTube (Mahartha, Protection, and Video 2018). Initially, parody works were made only as a form of expression of daily habits, but because their works are in the interest of the public, they can eventually be turned into professions. Creating and generating income through social media has a great opportunity because the speed of internet access is growing rapidly and according to Global Web Index data, Indonesia is in the category of countries that are most actively using social media(Sugihartini et al. 2017).

Design and development of parody bollywood videos - Hollywood films using the R&D (Research and Development) research method used to develop parody videos to produce parody works that can be seen by the general public (Fransisca and Putri 2019). These process steps are usually called the R&D cycle whose field is testing a work or product that will be used, in the R&D method before developing a product we must test the work or product that will be used in the end and revise it to correct deficiencies found in this stage. submit a test(Wahyu Nurul Faroh and Sri Eka

Lestari 2021).Indonesia is also one of the countries that is quite advanced in the digital and internet world. There are lots of content creators who make parody videos on platforms that are available today such as Youtube, Tiktok, Instagram and many other platforms. They use the platform to share their personal experiences or creative things(Tendean, Tanudjaja, and Kurniawan 2019).

LITERATURE REVIEW

The first research conducted by (Yashmin Rohman 2019) , is an applied research that designs and develops a parody video using the R&D method. The purpose of the research is as a form of motivation to build creativity in all people and all circles in Indonesia, especially in Batam. This research was conducted using the R&D (Research and Development) method by designing and developing a work or product with various evaluations and revisions being investigated so that the product received validation from competent experts before being executed and made into a work or product. Through this method, the stages are carried out in stages to obtain information from a work that has been tested.Research conducted by (Agustini 2020) , is a research R&D that designs and develops parody videos of Bollywood-ization Hollywood Films to tell about history and culture in India. The purpose of this research is to provide information and insight about parody videos of Bollywood-ization of Hollywood Films to the public. This research was conducted using the R&D and 5W+1H methods because it helps determine the information needed for the

design and development of this research. In the editing technique in this design, to correct this parody video, Adobe Premiere is used to make the parody video editing process. Research conducted by (Mahartha, Protection, and Video 2018) , is a research design and development of parody videos about Bollywood-ization Hollywood films telling about history and culture in India. The purpose of this research is to increase interest and talent in people who have creativity in something, especially in the digital and internet fields that they can implement on their platform and can be published and can be seen by the public.

Research conducted by (Anshary and Edidas 2018) , is a research that designs and develops parody videos in India. The purpose of this study is to provide information about one of the customs that exist in India, namely the art of Indian dance which is very popular in the world of film and in the real world. This research was also carried out by collecting data searched on the internet or the digital world related to this design. The technique of this design and development uses parody video as a theme in this design and development. The application used in this study is Adobe Premiere for video editing or color correction.

METHODS

Research and development of parody video “Bollywood isasi – Hollywood film” using research and development or R&D (Research and development) method. This method is used to produce a product with research and development in order to provide proven learning media. The design method used in this

research will use the R&D (Research And Development) method. By going through The design method used in this research will use the Research & Development (R&D) method, by going through several stages, namely; planning concept, data collection, design, and final result. Each stage that will be applied by the author, from the beginning of the design to the end of the design can be seen in Figure 1:

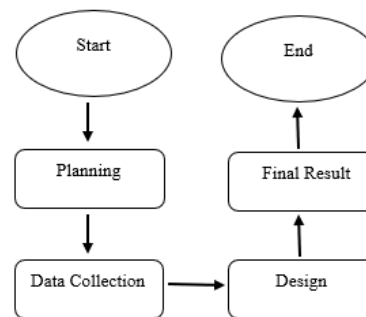


Figure 1. Research Flow

a. Research & Development Stage

Research & Development is understood as a research activity that begins with Research and continues with Development. Research activities are carried out to encourage people who want to enter the digital world by making their work which will be published on all existing platforms.

b. Planning stage

Before the data collection stage, the author will determine the concept stage of making parody videos. This stage aims to determine the overall concept of the parody video that will be made. This stage is carried out so that the process of designing the parody video concept can be seen clearly.

c. Data Collection

After determining the design concept, the next step is data collection. The author collects data from internet references by looking for films that will be used as parody videos.

d. Design Stage

At this stage, a parody video will be designed which will be developed by combining the results of data collection that has been collected. parody videos will be designed according to the specified plan. After the design is completed, it will be validated by the Advisory Lecturer.

e. Final Result Page

After passing the development stage, it is certain that no further changes or revisions are needed in the making of the resulting parody video. At this stage, the production process will be carried out by publishing parody videos on the YouTube platform that has been designed.

APPLICATION TOOL DESIGN

In carrying out this design process, the author will use the Adobe Premiere Pro CC 2017 application and Adobe After Effects 2019. The tool used to support this video project is a computer with the H110M-DS2 series with the following specifications: Processor Intel®Core™ i5-7400 CPU, 8 RAM, 512GB HDD, Operates Windows 7 Ultimate 64-bit system

RESULT AND DISCUSSION

Research & development stage

In this research and development the author collects data from the internet as a

reference to be used as material to be worked on by the author

Planning Stage

At this stage the author has determined the idea or concept of the parody video that will be designed starting from the design, backsound, dubbing, editing and also masking to change the content of the parody video which will be used to edit the parody video. this parody video later will be able to provide interesting things when viewed because it can provideThe thing that makes the audience laugh is because of this parody video and this design the author made so that all the general public or the public even though they are still new to making their work can publish their work on all existing platforms because they do not know that the work they make will be liked by the Indonesian people, especially in Batam.

Data Collection Stage

At this stage the author collects data from the internet

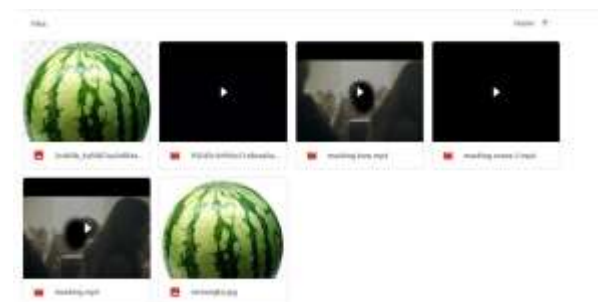


Figure 1. The process of data collection

Design Stage

In this design stage, the author makes edits to a film entitled "Red Notice" which is one of the films that the author will make into a parody.



Figure 2. The title of the video

this picture is the beginning of the video before it starts by displaying the title, name of the designer and also the name of the supervisor and displaying the uib logo with a blue background.



Figure 6. Process dubbing

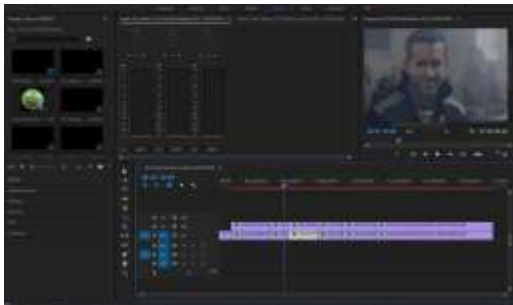
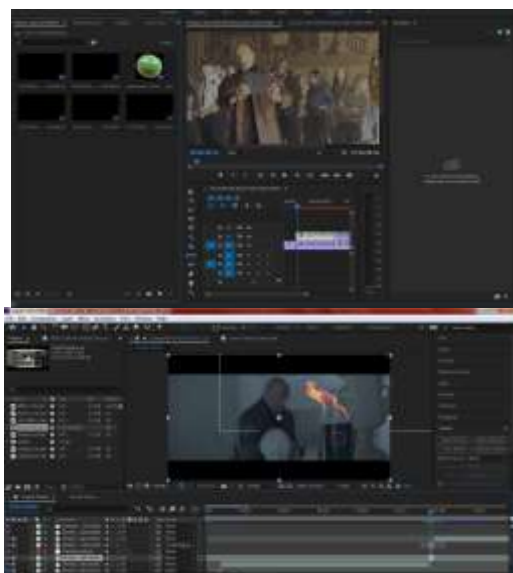


Figure 3. Process editing in Adobe Premiere Pro CC 2017

Figure 4. Process masking in Adobe



Premiere Pro CC 2017

Figure 5. Process VFX in Adobe After Effect 2019

Final Result Stage

At this final stage, the author will ask the supervisor to validate and ensure that no revision is needed to make this parody video project. After that, this video project will be published on one of the platforms, namely YouTube.

CONCLUSION

To provide works that can be seen by the general public by publishing them on various existing platforms, with works like this, all the general public can also create their own creations by making their own video recordings, making parody videos, or making daily videos for the community because with making works like that can build creativity in people who are making a work because nowadays technology is very sophisticated, according to the author, it is very unfortunate if people want to make a work but do not dare to publish it on the existing platform.

LIMITATION

In the research that will be carried out in the future, it is hoped that this project can build the creativity of the people who watch, this video is expected to develop in terms of editing and be more updated so that the audience is more happy to see it.

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