Cinematic Sequence for Video Blog Using Multimedia Development Life Cycle

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Abstrak

Ada begitu banyak video blog di internet. Video Blog sudah menjadi trend pada saat ini di mana orang dapat dengan mudah merekam dan menggungah video ke internet dan dapat ditonton oleh penonton. Tetapi karena beberapa video blog memiliki tampilan yang membosankan, terutama kurang adanya konten sinematik pada video blog. Dengan video sinematik sebenarnya dapat menarik lebih banyak penoton. Oleh karena itu dengan video blog ini dapat membantu orang memahami cara pembuatan urutan sinematik dengan beberapa tips yang ada pada video blog ini. Video blog ini dikembangkan menggunakan metode Multimedia Development Life Cycle (MDLC), dimana terdiri dari 6 langkah yaitu, konsep, desain, pengumpulan bahan, perakitan, pengujian dan distribusi. Hasil akhir perancangan ini adalah berupa video blog berisi tips tentang urutan sinematik dalam pembuatan video blog, yang disusun menggunakan aplikasi Adobe Premiere Pro CC 2017. Kemudian pada akhirnya video ini diimplementasikan pada situs Youtube, setelah video diimplementasikan, video ini mendapatkan beberapa pendapat baik dari penonton tentang konten pada video blog ini.

Kata kunci: Video Blog, Multimedia Development Life Cycle, Cinematic Sequence

Abstract

There is so much video blog on internet. It already become a trend for now, where people can record and upload video to internet and can be watched by audiences. But because some video blog has boring visual, especially lack of cinematic content in the video blog. And with cinematic videos can attract more audience. Therefore, with this video blog can help people understand how to make cinematic sequence with some tips on this video blog. This video blog develops using Multimedia Development Life Cycle (MDLC), where is contain 6 steps which is, concept, design, material collecting, assembly, testing and distribution. Result of this video blog contains tips on how to make cinematic sequence, which are compiled using Adobe Premiere Pro CC 2017. Final videos are implemented on the youtube website, after implemented the video, this video able to provide some tips to audience about content in this video blog.

Keywords: Video Blog, Multimedia Development Life Cycle, Cinematic Sequence

1. PENDAHULUAN

Video Blog or usually called vlog is a blogging activity that uses videos to convey information. Vlog is like a blog, but what is different is that vlog uses video without article to convey information. If the blog only requires a text editing tool, then the vlog also requires a video recorder and video sharing platform (Deli, Riyana, & Silvana, 2019). Vlog can delivered information with verbal or nonverbal, verbal can be written, nonverbal is support verbal communication such as facial expressions, hand movements, and how to talk. Vlog also is one of the most popular trends for now. Video blogging or

vlog is an activitiy to produce and share video to audience by themselves. People who upload a vlog called vloggers. One of the most vloggers use for sharing video is Youtube.com (C. B. Prasetyo & Kusumawati, 2018).

Youtube is the world's largest platform for creating, sharing, and discovering video content on internet (Covington, Paul, Jay Adams, 2016). With a total of 4 billion views daily, Youtube is the number 3 most visited website in the world, more than 72 hours of video uploaded every minute (Merkt & Sochatzy, 2015). Youtube also became popular because sharing feature, where netizens can share what they have watch so other people can watch it again. This is used by content creators to make learning video, tutorial, and Video Blog content. Therefore, information can be easily disseminated through videos uploaded via Youtube. (Aji, Hendro, & Putro, 2018). One of the currently popular and trending content is a vlog.

In Designing Educative Visualization of Satellite Television and Television Antenna Data Broadcasting by (T. F. Prasetyo & Bastian, 2017) using Multimedia Development Life Cycle method, which begins with the concept and then developed and tested so that it becomes information and knowledge for students. With this method can simplify the process of delivering information because it is presented with multimedia elements.

Based on the studies mentioned above, I will create a video blog to explain how to make a cinematic sequence and will title this project "CINEMATIC SEQUENCE FOR VIDEO BLOG USING MULTIMEDIA DEVELOPMENT LIFE CYCLE".

The research scope consists of:
1. How to develop Video Blog using Multimedia Development Life Cycle?
2. How to develop cinematic sequence in video blog?

This project has several objectives, which are:
1. To determine what kind of cinematic sequence most people use in video blog.

2. To understand and find out how to create a similar cinematic sequence.
3. To explain how to recreate a certain cinematic sequence in video blog.
4. To fulfill one of the requirements to graduate with a University Degree.

2. THEORETICAL BASIS

2.1. LITERATURE REVIEW

Blog have improved the new media using video blog that are not much different from blog, blog use images and writing but video blog use video as their media for deliver content. Video blogs are usually done by camera about something content, or tutorial, and some even making clips like movies. Video blog can be used to convey ideas and knowledge to audience with simple language that easy to understand (Kusuma, 2017)

Based on research by (Kim, 2017) Video blog are videos that are created and distributed by users by combining storytelling and audio-visual content. Vlogger produces and shares its own video because they want to share their interest with other users, so they can form an online vlogger community that can share their own information and experiences. Video blogs provide a source of information, entertainment, and basic knowledge in various ways.

Based on research by (Sunarya, Apryllia, & Isnaini, 2016) about Design Video Profile Based Multimedia Audio Visual and Broadcasting as a Media Promotion. In video development process uses 3 step, preproduction, production, and postproduction. Preproduction is the step where the idea, plan, and research start from concept of media production. Start from the idea, followed by create synopsis, script writing and storyboard. Production is the process of shooting video with implementation of preproduction step that has been made before. Last is postproduction were finishing the video by editing and make a complete video where is able to convey a story to audience.

In (Mustika, Sugara, & Pratiwi, 2018) research use Multimedia Development Life Cycle Method to develop learning media in

management courses with projects in project methodology that has the benefit of being a tool for project management lectures at Sekolah Tinggi Manajemen dan Ilmu Komputer (STMIK) PalcomTech Palembang. This research uses six step of Multimedia Development Life Cycle method, which is Concept, Design, Material Collecting, Assembly, Testing and Distribution.

Based on (Deli et al., 2019) project about Effectivity of Vlog as a user education media on information seeking ability in a library at SMAN 5 Bandung. In making of this vlog, DSLR Camera used to take the video, and using Adobe Premiere Pro CC 2017 to edit the vlog. There was an effectivity of vlog as a user education media on information seeking ability in a library, which was shown fro a significant difference between the initial ability and final ability of the information searching.

2.2. THEORETICAL BASIS
2.2.1 Multimedia Development Life Cycle

This research using Multimedia Development Life Cycle (MDLC) as the method. And MDLC is a method that uses and develops elements in multimedia into one. MDLC is best used to design Multimedia Product (Rusli & Sutopo, 2014). 6 Steps in Multimedia Development Life Cycle are:

1. Concept

In this step is the step where the producer decides the type of multimedia and the subject to be made. The goals for the project are defined, anthe type of application is dtermined (Rusli & Sutopo, 2014).

2. Design

Design is the process of determining in detail what will be done in a multimedia project and how it will be presented. This step includes script writing, storyboarding and navigation sturctures, as well as several other design step (Rusli & Sutopo, 2014).

3. Obtaining Content Material

During this step all data, audio, video and images for the project are collcted in the appropriate digital format. In multimedia development, the material obtained at this stage will be used at the production step (Rusli & Sutopo, 2014).

4. Assembly

At this step, the entire project is built, and programming is done to create multimedia applications. At this step also use some program or tool which is eqquipped with multimedia programming capabilities (Rusli & Sutopo, 2014).

5. Testing

During testing, the application is executed and checked to ensure that multimedia development is carried out according to what has been designed. Test are carried out to ascertain whether the application can be run on a computer with factory output and different screen resolutions (Rusli & Sutopo, 2014).

6. Distribution

In this step, the application that has been developed is duplicated and give to other user to use. Distribution can be in various forms, both in the form CD-ROM, mobile devices, and websites (Rusli & Sutopo, 2014).

In Research by (Mustika et al., 2018) about Development Learning media using Multimedia Development life Cycle get a good results where researchers used 6 steps on Multimedia Development Life Cycle. Learning media that have been made are able to become a tool for the project management lecture process, with the results of teesting all indicators stated as good.

2.2.2 Multimedia

According to (Purwanto & Hanief, 2016) multimedia is an intermediary media used to convey and deliver something. The second definition is that multimedia is interpreted as a collection of diverse technologies that combine visual and audio media with more modern ways that aim for more varied communication (Kharisma, Kurniawan, & Wijaya, 2015). The multimedia elements according to (Purwanto & Hanief, 2016):

1. Text

Text is a combination of letters that forms a word that describes or discusses a topic that is recognized as information text. Text is the basic of word processing and multimedia-based information. Text also have so many font forms, like script fonts, decorative fonts, sans serif fonts, and serif fonts. Script fonts are like calligraphy. Decorative fonts have characteristics that

emphasize decorating and commonly used for shop names. Sans's serif fonts have cleaned and simple characteristics, and serif fonts has a small line attached to the end of a stroke in a letter which is called a serif (Qiu, Watanabe, & Omura, 2017).

2. Graphics

Graphics in multimedia serve to simplify an information and can add aesthetic to an information that is only text (K. Yahya, 2018). Graphics elements in multimedia to users that cannot be displayed in the form of text or audio (Purwanto & Hanief, 2016). Graphics itself is divided into two types when stored in digital form, namely bitmaps and vectors. Bitmap is an image consisting of dots arranged and forming an image, for example GIF, JPEG, PNG, and TIFF, while a vector is an image built from a mathematical algorithm that forms an image, form example EPS, SVG, AI.

3. Audio

Audio has the resolution of all types of digital sounds such as sound narration and music to accompany videos, audio can form songs, narratives, and sound effets used iin conjucntion with photos, videos, or texts with the aim of adding more explanations (Purwanto & Hanief, 2016). There are several audio file formats in multimedia, including aiff dat, MP3 files, sbi, mod, snd, voc, au, fni, MIDI soundtracks, compact audio disks, rm, ra, sf and swa (HERMAN CITE JANGAN LUPA)

4. Video

Video is a tehnology that can record and save, as well as processing and reconstructing the sequencce of immovable images into a video that makes multimedia something dynamic (Purwanto & Hanief, 2016). Video as one of the elements of multimedia is often used to display audio visuals thati nform, introduce, and promote an agency, institution, or company more appealing to the community (Wibowo, Romika, & Ryana, 2017).

5. Animation

Visual that combines media graphics and sound text in a movement activity called animation. To explain and simulate something that is difficult to do with videos that are used in animation (A. Yahya & Tahar, 2016). Types of animations are frame animation, cell animation, mirror animation, character animation, computational animation, sprite animation, vector animation, path animation, and morhping (Kharisma et al., 2015).

According to (Pribadi & Prasetyo, 2016) Multimedia is divided into 2:

1 Interactive Multimedia
Systems that use more than one voice, text, video & animation media simultaneously and involve user participation to be given orders, manipulate and control. So that information flow occurs between the media and multimedia users. Interactive media is a liaison or intermediary that is mutually active and acts between relationships (Pribadi & Prasetyo, 2016)

2 Multimedia linier
Type of multimedia that users are positioned to become viewers and consume multimedia products as whole such as TV and Film (Pribadi & Prasetyo, 2016).

Some Benefits of multimedia:

1. Multimedia that can attract the senses and interests, which is a combination of movement, vision, and sound (Setiadi Santoso, Suarsini, & Imam Prasetyo, 2016).

2. Multimedia makes the atmosphere active, so it is like being directly involved with reading multimedia-based letters (Wulan, Saputra, & Haries, 2019).

3. Creating a work that is more innovative and creative to encourage exploration, participation, and involvement of user (Putri, Manuaba, & Putra, 2016).

4. Combining animated images, audio, text, music, and videos (Putri et al., 2016).

5. Clarify ideas and information to communicate something (Setiadi Santoso et al., 2016)

2.2.3 Video Blog

Video blog is a blog type is composed of video series that the users shoot by themselves, they upload it to Internet after

optional edits and that the audiences can comment about and vote. The people who create a video blog is called vlogger (Fidan & Debbağ, 2018).

There are some types of vlogs that popular in Indonesia:

1. Daily

This is the most popular type of vlog. This vlog contains activities creators' daily life in a few hours or even a day is summarized to be a few minutes in video. One of the Indonesia Youtube that is often made this vlog is Awkarin. With the vlog called Kvlog, Awkarin can attract up to 2 million viewers every single video is uploaded (Kuncoro, Putri, & Pradita, 2018).

2. Travel

Creators will share information about the places that already visited. Information starts from tourist attractions, costs, facilities, and satisfaction in visiting the place. Through this travel vlog, viewers will feel like the are exploring the place. One of creator who make this vlog is Gita Savitri Devi. For one video, Gita is capable to get hundreds of thousands of viewers (Kuncoro et al., 2018).

3. Food

This type of vlog has similar content to vlog travel because creators will be travelling to find unique, delicious, and interesting food. The difference in food content with travel vlog is creatof of food eating the food at the places creators visited. But creator food is not only always visit places to eat. There are also some creators who make vlog at home. So, creators will make or buy these foods and eat it at home. Some vlogs also show themselves eat food with large portion. This is also commonly called Mukbang. Vlogger who often makes this vlog is MGDALENAV with 1 video watched up to 3.1 million times (Kuncoro et al., 2018).

4. Gaming

For gamers, they will get interesting game recommendations through this vlog. The vlogger will show the action when playing the selected games and explain some things about the game. The one famous vlogger game in Indonesia is Rezaoktovian. This creator will record his activities while playing games and 1 video were watched up to 4.9 million times (Kuncoro et al., 2018).

5. Beauty

Beauty vlog is usually will show a tutorial on dressing up and recommended makeup products. Besides that, sometimes there are some make up challenges for those who are suggested by the audience as well as themselves. The beauty vlogger is favored by audiences, especially woman, because the audience will get knowledge about high makeup skills and get information about recommendations for quality makeup equipment to produce good makeup results (Kuncoro et al., 2018).

6. Review and unboxing

The last content is review and unboxing. In this content, vloggers will buy goods then when they arrived. Vloggers will show when they open the packaging and show the item to audience and explain the advantages and disadvantages of the item. One of the vloggers who often do unboxing, and review is the wif of Youtube Partner Raditya Dika, Annisa Azizah (Kuncoro et al., 2018).

In the last 4 years, there have been many vloggers in Indonesia from ordinary people to artirst. Youtubers are productive in taking vlogs have also become known to the community, include Skinny Indonesian 24, Raditya Dika, Arief Muhammad, Tim2on2 Chandra Liow, until new vloggers who are on the rise and reap a lot of controversy. Consistency and quality content have a big influence on the number of viewers and subscribers to their videos (Kusuma, 2017).

Based on research by (Rahmawati, Harmanto, & Indriastuti, 2018) about The Use of Vlogging to Improve the Students Speaking Skill produce a very good results, results of the study show that the class situation becomes more conducive. Students become more active and interested in the teaching and learning process. The results of the questionnaire also show that students become more interested, confiednt, and enjoy practice to speaking English by using vlogging.

Based on research by (Sahara, Irwansyah, Darmalaksana, & Ramdhani, 2018) about Utilization of Social Media Vlog to Enhance Creativity Students in Project Based Learning has a good result. Vlog packed in project-based learning can be alternative to an innovative learning model

and is able to increase the creativity of learners. Vlog also help in the distribution of education because it can be accessed anywhere and anytime, this certainly helps students throughout Indonesia to continue learning and developing knowledge, especially in science.

2.2.4 Cinematography

Cinematography is a science that discusses shooting techniques and combines various images into a series of images that can convey ideas or convey a story (Maahury, Deddy, & Sembel, 2015). Products produced from cinematography are in the form combination of images that become motion pictures such as short films (Irawan & Purnama, 2014). In cinematography it needs to be done with the camera settings, here are the DSLR camera settings according to (Riyadi, 2017):

1. Sensor Size

Sensor size is the sensitivity of the camera to light entering the lens so that it can increase the resolution, pixel density, and more lens compatibilty.

2. Lens

Lenses are in important role for passing light to the image sensor field, the size of the lens is also called a focal length. Focal length refers to the focus and optical center that are counted in milimeters.

3. ISO & Noise

The higher ISO the higher camera sensitivity to the incoming light. Noise occurs because of the high, noise is considered part of a certain beauty aesthetics while noise in digital cameras does not always reflect the aesthetic side.

4. Bokeh & Depth of Field

Bokeh is a vague effect on the background or foreground effect due to the regulation of the aperture or diaphgram. Depth of field is the sharpness of focus on the subject of the image from the results of the image.

5. Exposure & Aperture

Exposure is lighting or the amount of time the light enters the camera sensor through the lens and aperture. Shutter speed that can adjust the exposure so that the time specified to open and close again. The longer shutter open the more light enters the sensor.

Aperture is the lens opening when receiving light through the lens.

Cinematography also needs to be equipped with light because light determines the message and the impression that will be conveyed to the audiences. Light can form expressions and characters in objects that are formed by texture, color, and character affirmation (Maahury et al., 2015). Following these aspects of cinematography using DSLR cameras according to (Riyadi, 2017):

1. Compression & Bitrate

In general, DSLR use the same compression standard as photography which is JPEG and RAW, while for videos formed into H264 and AVCHD. Video recording on DSLR has limits for recording moving images. Bitrate is a unit of the average number of bits of video or audio to produce moving sounds and images in one second. When the bitrate gets bigger, the video quality gets better and affects the size of video file which becomes larger (Riyadi, 2017).

2. Frame rate

Frame rate is a unit of seconds in a series of images. Usually, 1 second requires 24 images at normal frame rate. This happens because of the beginning of the film camera (Motion Picture). Use of frame rate is quite diverse in several countries which is PAL, NTSC and SECAM which are the types of frame rate readings. Generally, in Indonesia using PAL that is 25 fps (Frame per Second) (Riyadi, 2017).

3. Aspect Ratio & Frame Size

Frame size is a measure of the length and width of a video frame. Frame size is also called resolution, the higher resolution, the more information is loaded and more of memory usage. Aspect ratio is used as a standard reference for the width and height ratio of the frame that will be displayed in the media. One example is the use of a ratio for television, which is 4:3 ratio while the cinema standard uses a 16:9 ratio with 720p HD or 1080p Full HD resolution. Some cameras support Ultra HD or 4K. Generally, DSLR camera have full HD resolution or 1920x1080p (Riyadi, 2017).

4. Progressive and Interlanced

Interlanced is the effect of the flicker on a television screen using a tube. Working

principle of television forms a line horizontally while the projector in the cinema highlights (Progressive) which contains film tape. So from that the development of the video technology created a higher interlacing pattern so that images in 25 fps contained 50 images. The standard PAL uses 30i and NTSC uses 60i which mean that in 30 frames there are 60 images. Some DSLR cameras have technology that can display 50p or 60p images (Riyadi, 2017).

2.2.5 Adobe Premiere Pro CC 2017

Adobe Premiere Pro is one of the editing software that is widely used by broadcast stations. With features that are quite complete, editors can apply video effects in accordance with creativity so that this program from Adobe becomes a choice for many professional editors. Adobe Premiere Pro also allows adding external features (plug-ins) such as HollywoodFX that can add transitions, add effects to 3D images and text. Videos can be arranged up to many tracks, depending on the desires and computer editing, the more tracks that are used to eat the greater the work process on the computer (Fauziansyah, 2017).

Adobe Premiere Pro has 45 video effects and 12 audio effects, which can be used to process how the video clips and audio are displayed. A high graphics card is needed to make some effects. 3 of the 45 effects require a high-class graphics card such as AMD or NVIDIA to be used on video clips. Users can also add effects products from plug-ins that support Adobe Premiere Pro. Adobe Premiere Pro also has around 30 types of transitions so that switching between video clips is more dynamic. Just like effects, some transitions also require high-class graphics cards like AMD or NVIDIA (Hidayat, 2018).

3. METHODOLOGY

3.1. Development Method

Method used in the study "Cinematic Sequence for Video Blog Using Multimedia Development Life Cycle is with applied research. Applied researh is one type of research that aims to provide solutions to certai problems practically which the results of research do not need as a new discovery, but are new applications of existing research (Heldiansyah, Indera, AO, & Shadiq, 2015).

In this Study used the MDLC (Multimedia Development Life Cycle) method. The method in this study uses a literature study method and method using the luther model. This method is used so that research is designed in accordance with the objectives carried out in previous studies. According to the research by (Rusli & Sutopo, 2014) MDLC has 6 steps which is Concept, Design, Material, Collecting, Assembly, Testing and Distribution. This 6 steps do not have to be sequential in practice, this step can exchange positions, but the Concept stage does have to be the main thing in the research that has been done.

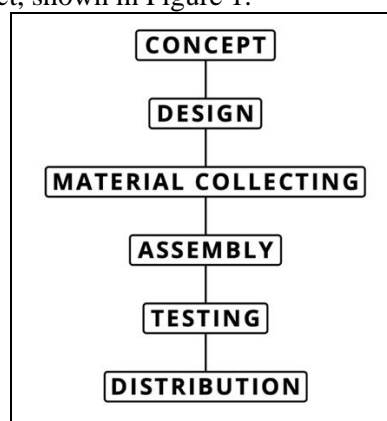Below is the research flow for this project, shown in Figure 1.

Figure 1 MDLC Flow

3.2. Problem Analysis

Study about The Use of Vlogging to Improve the Students Speaking Skill by (Rahmawati et al., 2018) produce a very good results, study show that class situation becomes more conducive. Student become more active because the learning process are using vlogging. They become more interested, confident, and enjoy to practive by using vlogging.

3.3. Designing Process
3.3.1 Concept

In this step author will draft the video that will be recorded on the video blog, preparing what kind of video blog ideas will be designed. Then prepare the equipment like

camera and accessories for shooting the video.

3.3.2 Design

This following step is the step where the writer will describe the storyboard to implement the idea that has already made for the concept of video on this video blog. Below is the storyboard that contains the scene in this video blog:

1. Opening Scene

Opening scene off this video blog display the video title of this video blog and author name with the recorded video on the background.
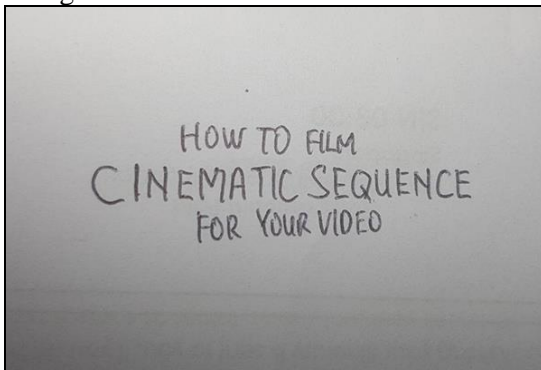

Figure 2 Opening Scene

2. Reveal Shots Scene

Next scene displays the first tips of a video blog starting with text Use Reveal Shots and video start from shot from foreground, then moving the focus to background.
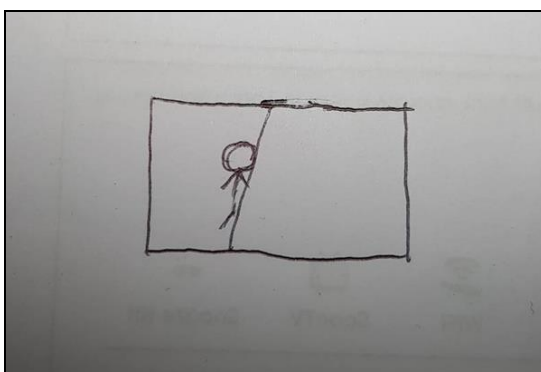
Figure 3 Reveal Shots Scene

3. Create a Shallow Depth of Field Scene

This scene displays the next tips of video blog. Title of this tips is Create a Shallow Depth of Field, displays the object in the middle of the video with bokeh background.

Figure 4 Create a Shallow Depth of Field Scene

4. Stabilize Your Shots scene

This scene displays some of video that has camera movements with object in the center using Gimbal. Title of this tips is Stabilize Your Shots

Figure 5 Stabilize Your Shots Scene

5. Shot with High Framerate for Slowmotion Scene

Displays several videos recorded with 60fps, which will then be slow motion. Title of this tips is Shot with High Framerate for Slowmo.
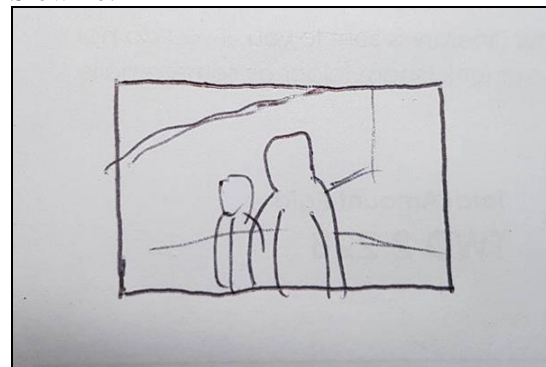

Figure 6 Shot with High Framerate for Slow Motion Scene

6. Shot in Flat Profiles then Colograde Scene

Show some videos that are shot in flat colors which will then be color grading. Title of this tips is Shot in Flat Profiles then Colograde.
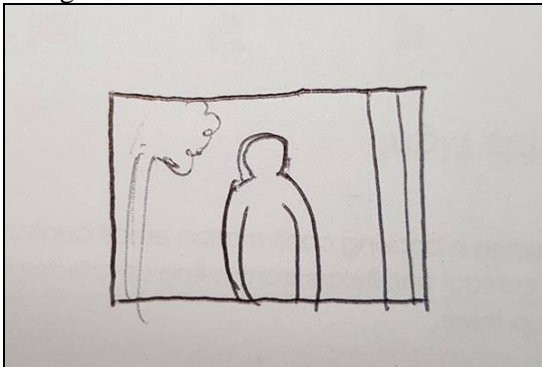

Figure 7 Shot in Flat Profiles then Colorgrade Scene

7. Add Cinebars Scene

Show some videos that will be add a cinebars on the top and bottom of videos. Title of this tips is Add Cinebars Scene. This is a last tips of this video blog.
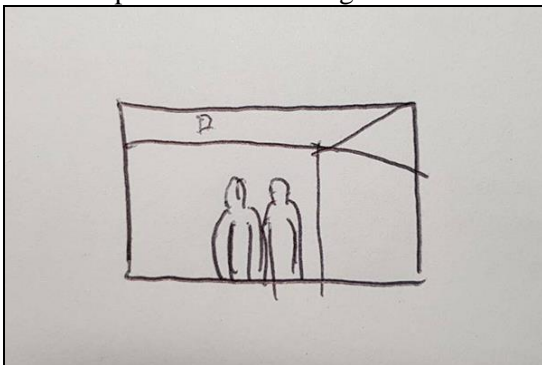

Figure 8 Add Cinebars Scene

3.3.3 Collecting Material

In this step is to collect some material that will be included in this video blog. The following is material needed in this video blog:

1. Footage

Material used in this video blog is a video that has been recorded using a camera.
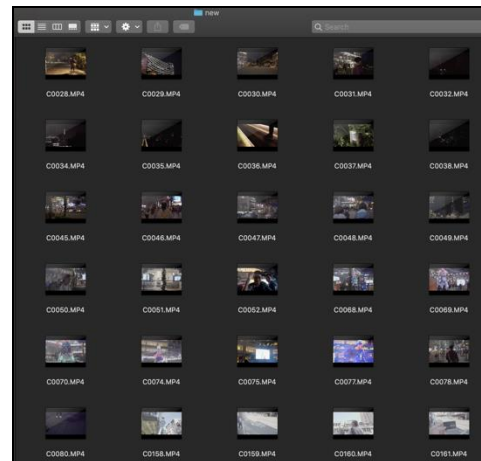

Figure 9 Video file

2. Audio

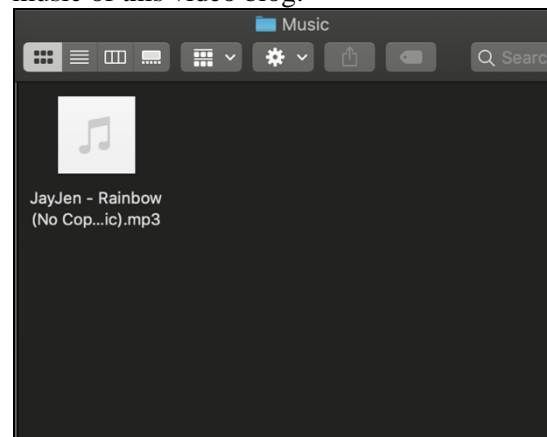Audio File that used as background music of this video blog.

Figure 10 Audio File

3.3.4 Assembly

This step is a process of making a video blog using Adobe Premiere Pro CC 2017 Application Software, imported footage that already shot in software, and started editing them.

1. Video Editing

After we planned the storyboard, we imported footage into Adobe Premiere Pro CC 2017, and start to edit them. Start with intro of video blog, and cinematic sequence tips as the content of the video blog.
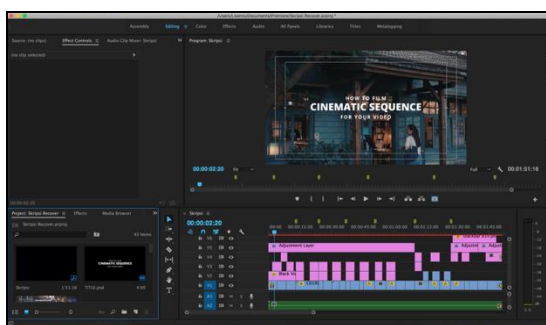
Figure 11 Footage that already imported to Adobe Premiere Pro CC 2017

After that video blog that already edited in Adobe Premiere Pro CC 2017 will be export into final file of video blog.

3.3.5 Testing

This step of testing is done after the previous step of video blog making process, by looking to the video blog that was created whether it has error or not. If there is an error with video blog, video blog will be repaired again. The following is a table of testing stages from this video blog:

Table 2 Testing Progress Table

No.	Explanation
1.	Testing on the video blog is going well
2.	Footage that has been recorded match with storyboard
3.	Testing video playback using video player software runs smoothly

3.3.6 Distribution

After the video blog has finished editing, then the video uploaded to Youtube website so that video can be published and viewed by Youtube Users.

3.4. Hardware Specification Analysis

The creation of this project and the video itself is upported by these hardwares and software laid out in Table 3:

HARDWARE	
Type	Explanation
Laptop	Apple Macbook Pro Retina 15" with Processor Intel Core i7-4980HQ with 16GB RAM and GPU GT 750M
Camera	Sony A6300
SOFTWARE	
Adobe Premiere Pro CC 2017	Main editing software for editing video blog

4. IMPLEMENTATION

4.1 Implementation

Implementation phase is the implementation stage that has been designed and at the same time testing the video blog that has been designed before. This chapter is an implementation of the design results that have been made into a cinematic sequence for video blog using multimedia development life cycle method.

1. Opening Scene

In Opening scene, begin with the title of this Video Blog with background of the recorded video. Opening of Video Blog duration is 12 seconds, then following with author's name along with the logo of Universitas Internasional Batam. Can be seen on figure 12.
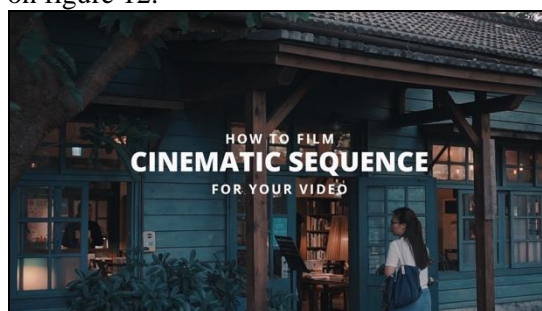

Figure 12 Opening Scene

2. Use Reveal Shots Scene

In the first tips of this video blog, showing title Use Reveal Shots, where the

video start with blurry foreground video, then camera pan to left then change focus to the object. Showing the next text use foreground to reveal background. Duration of this scene is 00:00:13 – 00:00:24. As seen on figure 13.
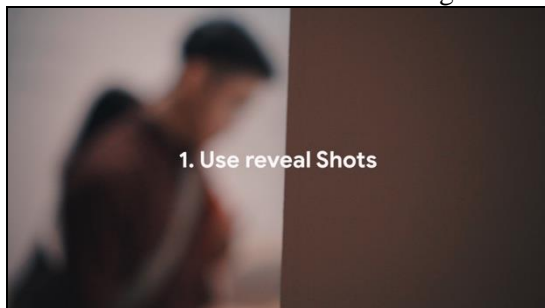

Figure 13 Use Reveal Shots Scene

3. Create a Shallow Depth of Field Scene
Next scene show tips number 2 of this video blog where start with object in the center, and use Lens Aperture F/1.8, so its make the background blurry. Showing the next text use lens with aperture F/1.4 – F/1.8. Duration of this scene is 00:00:25 – 00:00:37. As seen on figure 14.
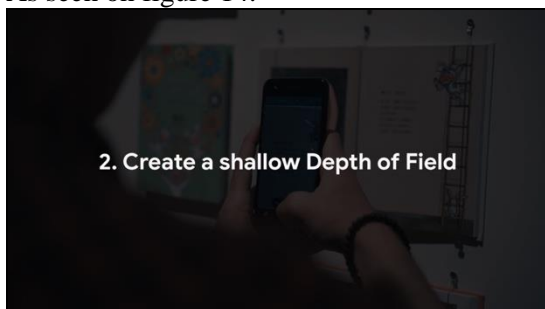

Figure 14 Create a Shallow Depth of Field Scene

4. Stabilize your Shots Scene
This scene showing some moving footage with camera that already using Gimbal for stabilize. Following by text use glidecam or 3-axis gimbal. Duration of this scene is 00:00:37 – 00:00:51. As seen on figure 15.
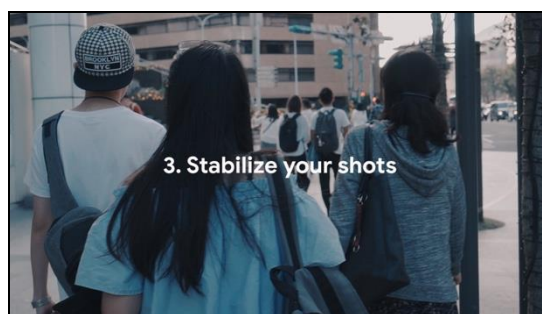

Figure 15 Stabilize your shots scene

5. Shoot with High Framerate for Slowmo
This scene show a footage that already recorded with 60Fps, then slowed it to 40% for slow motion. Following by text Shoot with 60fps then convert it to 24fps (40% speed). Duration of this scene is 00:00:51 – 00:01:09. As seen on Figure 16.
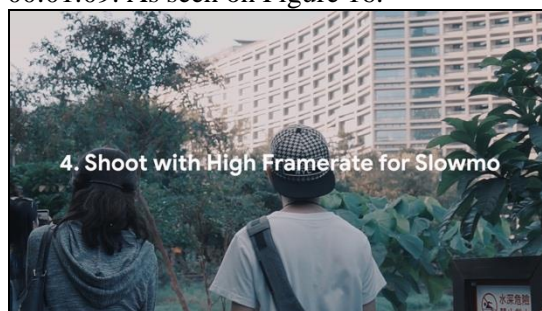

Figure 16 Shoot with High Framerate for Slowmo Scene

6. Shoot in Flat Profiles then Colograde Scene
This scene show some footage that shoot with Flat Profiles Color so it can be easy for color grade it. Showing transition of flat video into color graded video. Following by text for better post production color correction. Duration of this scene is 00:01:10 – 00:01:26. As seen on Figure 17.

Figure 17 Shoot in Flat Profiles then Colograde

7. Add Cinebars Scene

In this scene show some footage that already record, then show Cinebars from top and bottom of video. Following by text for cinematic feels. Also this is a last tips of this video blog following by closing scene of video that show text Thank you for Watching. As seen on Figure 18.

Figure 18 Add Cinebars Scene

4.2 Distribution

Results of this test have produced positive comments so it has been proven that this video blog about cinematic sequence has given an interesting and effective idea. This video blog ideas that can be used by audiences. After the implementation and testing phase is complete, video blog will be distributed to website www.youtube.com.
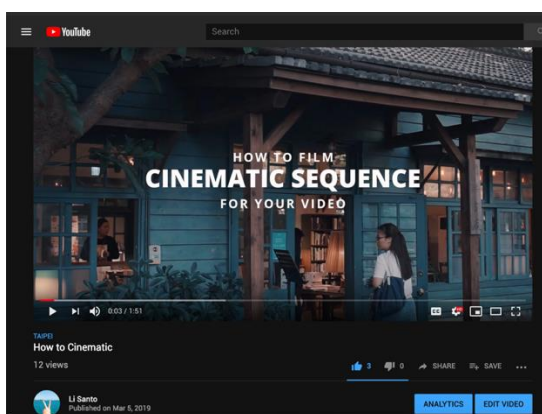

Figure 19 Distribution to Youtube Website

4.2 Implications

Video blog ini memuaskan penonton dan menjadi media pembelajaran untuk membuat karya nail art. Video blog nail art ini yang menggunakan metode demonstrasi sehingga tertarik dalam belajar karya nail art sampai mengerti tentang kecantikan nail art sehingga mereka tertarik untuk menonton video selanjutnya.

Namun ada beberapa hal yang belum tercapai yaitu:

1. Dengan keterbatasan bahan dan alat nail art yang ada, di mana bahan nail art masih belum di jual dengan bebas di Indonesia.

2. Dengan penyampaian Bahasa yang belum universal, sehingga tidak bisa menjangkau yang tidak bisa Bahasa Indonesia.:

5. PENUTUP

5.1 Conclusions

In this Video Blog development that has been done by the author with the title "Cinematic Sequence for Video Blog using Multimedia Development Life Cycle" has some conclusions:

1. Problem encountered and is the basis of this research is how to create a cinematic sequence for video blog.
2. Using Multimedia Development Life Cycle method in the process of making this video blog consisting of the concept, design ,material, assembly, testing, and distribution step.
3. Development of this video blog produces some interest from audience. Result of development of this video blog can extend the knowledge about cinematic video blog to audience.
4. This Video Blog about cinematic sequence has been designed and developed into the Youtube website so has some positive response and interest in learning aspects of video blogging and cinematic.

5.2 Recommendations

Following is recommendations by author:

1. Author hopes that are more cinematic video, especially in video blogs, hopes it can be developed in the next video.

2. Author hopes that there will be further research about multimedia development life cycle method.
3. Author hopes that this video it can attract audience to participate in creating a video blog.

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