

DAFTAR ISI

| | |
|--|------|
| HALAMAN SAMPUL..... | i |
| HALAMAN JUDUL | ii |
| HALAMAN PERSETUJUAN | iii |
| HALAMAN PENGESAHAN..... | iv |
| HALAMAN SURAT PERNYATAAN KEASLIAN PENELITIAN | v |
| HALAMAN MOTTO..... | vi |
| HALAMAN PERSEMBAHAN..... | vii |
| KATA PENGANTAR | viii |
| DAFTAR ISI | x |
| DAFTAR TABEL | xii |
| DAFTAR GAMBAR..... | xiii |
| DAFTAR LAMPIRAN..... | xv |
| RINGKASAN..... | xvi |
| <i>ABSTRACT</i> | xvii |
| BAB I PENDAHULUAN | |
| A. Latar Belakang Masalah | 1 |
| B. Rumusan Masalah | 6 |
| C. Batasan Masalah..... | 6 |
| D. Tujuan Penelitian..... | 6 |
| E. Manfaat Penelitian..... | 7 |
| BAB II TINJAUAN PUSTAKA | |
| A. Landasan Teori..... | 8 |
| 1. Multimedia..... | 8 |
| 2. Video..... | 9 |
| 3. Promosi | 11 |
| 4. Sinematografi | 13 |
| 5. Storyboard..... | 24 |
| 6. Adobe Premiere Pro CC 2017..... | 24 |
| 7. Purwokerto Pusaka <i>Speed Skating Club</i> (PSSC)..... | 24 |
| B. Penelitian Sebelumnya | 25 |

BAB III METODE PENELITIAN

| | |
|-------------------------------------|----|
| A. Tempat dan Waktu Penelitian..... | 31 |
| B. Metode Pengumpulan Data..... | 31 |
| 1. Observasi..... | 31 |
| 2. Wawancara..... | 32 |
| 3. Studi Pustaka..... | 32 |
| 4. Dokumentasi | 32 |
| C. Alat dan Bahan Penelitian | 33 |
| 1. Alat | 33 |
| 2. Bahan Penelitian..... | 33 |
| D. Konsep Penelitian..... | 34 |
| 1. Kerangka Pikir..... | 34 |
| 2. Metode Pengembangan..... | 35 |

BAB IV HASIL DAN PEMBAHASAN

| | |
|-------------------------------------|----|
| A. Analisis Hasil | 39 |
| 1. <i>Concept</i> | 39 |
| 2. <i>Design</i> | 40 |
| 3. <i>Material Collecting</i> | 47 |
| 4. <i>Assembly</i> | 48 |
| 5. <i>Testing</i> | 79 |
| 6. <i>Distribution</i> | 93 |

BAB V PENUTUP

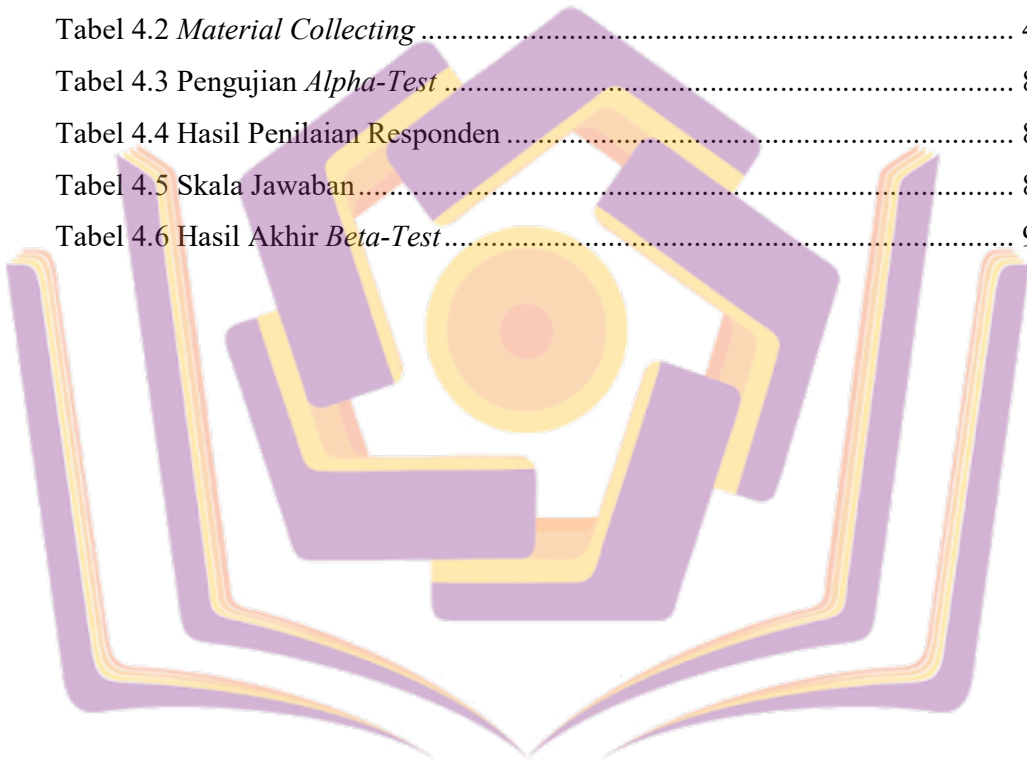
| | |
|---------------------|----|
| A. Kesimpulan | 94 |
| B. Saran..... | 94 |

DAFTAR PUSTAKA

LAMPIRAN

DAFTAR TABEL

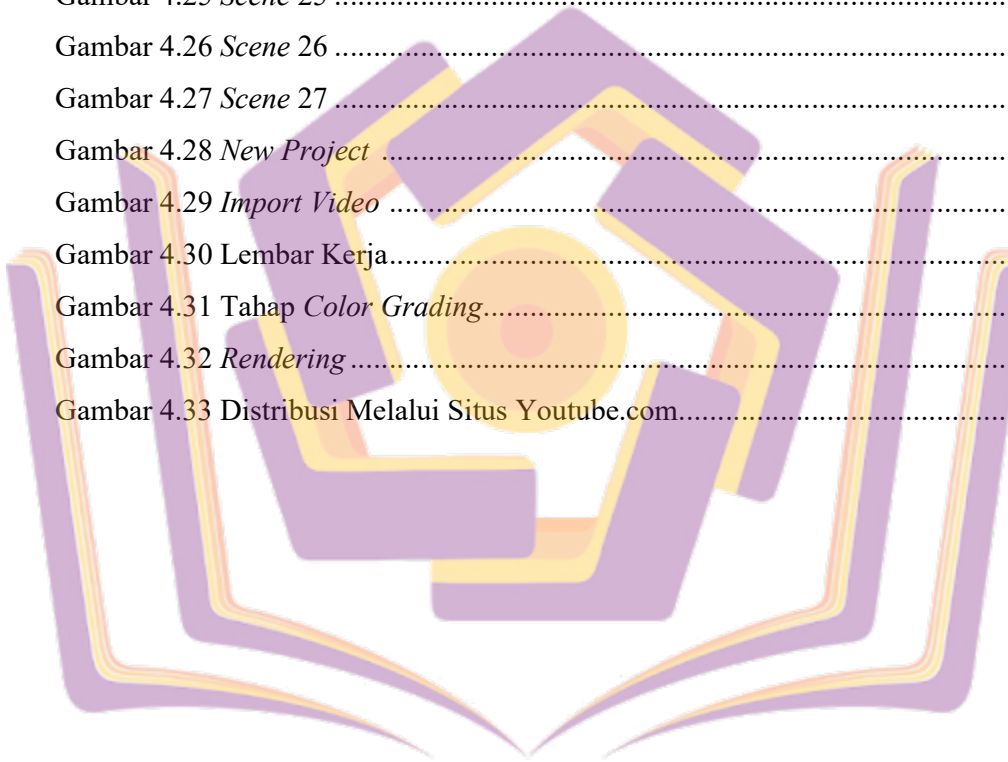
| | |
|---|----|
| Tabel 1.1 Kategori Umur Purwokerto PSSC | 3 |
| Tabel 1.2 Jumlah Anggota Baru Purwokerto PSSC 2017, 2018 & 2019 | 3 |
| Tabel 2.1 Perbedaan Bahasa Audio Visual dan Bahasa Tulis..... | 14 |
| Tabel 2.2 Penelitian Sebelumnya | 29 |
| Tabel 4.1 Desain <i>Storyboard</i> | 41 |
| Tabel 4.2 <i>Material Collecting</i> | 47 |
| Tabel 4.3 Pengujian <i>Alpha-Test</i> | 80 |
| Tabel 4.4 Hasil Penilaian Responden | 87 |
| Tabel 4.5 Skala Jawaban..... | 88 |
| Tabel 4.6 Hasil Akhir <i>Beta-Test</i> | 92 |



DAFTAR GAMBAR

| | |
|--|----|
| Gambar 1.1 Grafik Anggota Baru Purwokerto PSSC 2017, 2018, 2019..... | 4 |
| Gambar 2.1 Contoh <i>Extreme Long Shot</i> | 16 |
| Gambar 2.2 Contoh <i>Long Shot</i> | 17 |
| Gambar 2.3 Contoh <i>Medium Long Shot</i> | 17 |
| Gambar 2.4 Contoh <i>Medium Close-Up</i> | 18 |
| Gambar 2.5 Contoh <i>Close-Up</i> | 18 |
| Gambar 2.6 Contoh <i>Extreme Close-Up</i> | 19 |
| Gambar 2.7 Contoh <i>Two-Shot</i> | 19 |
| Gambar 2.8 Contoh <i>Three-Shot</i> | 20 |
| Gambar 3.1 Kerangka Pikiran Penelitian..... | 34 |
| Gambar 3.2 Tahapan Pengembangan Multimedia | 36 |
| Gambar 4.1 <i>Scene 1</i> | 49 |
| Gambar 4.2 <i>Scene 2</i> | 50 |
| Gambar 4.3 <i>Scene 3</i> | 51 |
| Gambar 4.4 <i>Scene 4</i> | 52 |
| Gambar 4.5 <i>Scene 5</i> | 53 |
| Gambar 4.6 <i>Scene 6</i> | 54 |
| Gambar 4.7 <i>Scene 7</i> | 55 |
| Gambar 4.8 <i>Scene 8</i> | 56 |
| Gambar 4.9 <i>Scene 9</i> | 57 |
| Gambar 4.10 <i>Scene 10</i> | 58 |
| Gambar 4.11 <i>Scene 11</i> | 59 |
| Gambar 4.12 <i>Scene 12</i> | 60 |
| Gambar 4.13 <i>Scene 13</i> | 61 |
| Gambar 4.14 <i>Scene 14</i> | 62 |
| Gambar 4.15 <i>Scene 15</i> | 63 |
| Gambar 4.16 <i>Scene 16</i> | 64 |
| Gambar 4.17 <i>Scene 17</i> | 65 |

| | |
|---|----|
| Gambar 4.18 <i>Scene</i> 18 | 66 |
| Gambar 4.19 <i>Scene</i> 19 | 67 |
| Gambar 4.20 <i>Scene</i> 20 | 68 |
| Gambar 4.21 <i>Scene</i> 21 | 69 |
| Gambar 4.22 <i>Scene</i> 22 | 70 |
| Gambar 4.23 <i>Scene</i> 23 | 71 |
| Gambar 4.24 <i>Scene</i> 24 | 72 |
| Gambar 4.25 <i>Scene</i> 25 | 73 |
| Gambar 4.26 <i>Scene</i> 26 | 74 |
| Gambar 4.27 <i>Scene</i> 27 | 75 |
| Gambar 4.28 <i>New Project</i> | 76 |
| Gambar 4.29 <i>Import Video</i> | 77 |
| Gambar 4.30 Lembar Kerja..... | 77 |
| Gambar 4.31 Tahap <i>Color Grading</i> | 78 |
| Gambar 4.32 <i>Rendering</i> | 78 |
| Gambar 4.33 Distribusi Melalui Situs Youtube.com..... | 93 |



DAFTAR LAMPIRAN

- Lampiran 1. Kartu Bimbingan Skripsi
- Lampiran 2. Hasil Wawancara
- Lampiran 3. Surat Pernyataan Telah Melakukan Penelitian
- Lampiran 4. Dokumentasi
- Lampiran 5. Kuisisioner

