

DAFTAR ISI

| | |
|--------------------------------|------|
| HALAMAN SAMBUNG..... | i |
| HALAMAN JUDUL..... | ii |
| HALAMAN PERSETUJUAN..... | iii |
| HALAMAN PENGESAHAN..... | iv |
| HALAMAN SURAT PERNYATAAN..... | v |
| HALAMAN MOTTO..... | vi |
| HALAMAN PERSEMBAHAN..... | vii |
| KATA PENGANTAR..... | ix |
| DAFTAR ISI..... | x |
| DAFTAR TABEL..... | xiii |
| DAFTAR GAMBAR..... | xiv |
| DAFTAR LAMPIRAN..... | xv |
| RINGKASAN..... | xvi |
| <i>ABSTRACT</i> | xvii |
| BAB I PENDAHULUAN | |
| A. Latar Belakang Masalah..... | 1 |
| B. Rumusan Masalah..... | 5 |
| C. Batasan Masalah..... | 5 |
| D. Tujuan Penelitian..... | 5 |
| E. Manfaat Penelitian..... | 6 |
| BAB II TINJAUAN PUSTAKA | |

| | | |
|---------|---|----|
| A. | Landasan Teori | 7 |
| 1. | Teknik <i>Rotoscoping</i> | 7 |
| 2. | Iklan | 15 |
| 3. | Multimedia | 17 |
| 4. | Video | 23 |
| 5. | Promosi | 26 |
| B. | Penelitian Sebelumnya | 30 |
| BAB III | METODE PENELITIAN | |
| A. | Tempat dan Waktu Penelitian | 39 |
| B. | Metode Pengumpulan Data | 39 |
| C. | Alat Dan Bahan Penelitian | 41 |
| D. | Konsep Penelitian | 42 |
| BAB IV | HASIL DAN PEMBAHASAN | |
| A. | Gambaran Objek Penelitian | 47 |
| B. | Analisis Hasil | 48 |
| 1. | <i>Pre-Production/Preparation</i> | 49 |
| a. | Konsep | 50 |
| b. | Naskah | 51 |
| c. | <i>Casting</i> | 51 |
| d. | <i>Reading</i> | 51 |
| e. | <i>Storyboard</i> | 52 |
| f. | <i>Rehearsal</i> | 55 |
| g. | <i>Dubbing</i> | 56 |

| | | |
|----------------|--|----|
| | 2. <i>Production/Acquisition</i> | 56 |
| | a. <i>Shooting</i> | 56 |
| | b. <i>Import Gambar</i> | 57 |
| | 3. <i>Post Production/Image Manipulation</i> | 57 |
| | a. <i>Editing</i> | 57 |
| | b. <i>Compositing</i> | 59 |
| | c. <i>Rendering</i> | 71 |
| | d. <i>Distribution</i> | 71 |
| BAB V | PENUTUP | |
| | A. Kesimpulan | 72 |
| | B. Saran | 72 |
| DAFTAR PUSTAKA | | |
| LAMPIRAN | | |



DAFTAR TABEL

| | |
|--|----|
| Tabel 1.1 Data perolehan sepatu pada bulan Oktober 2016 – Januari 2017 ... | 3 |
| Tabel 2.1 Penelitian sebelumnya | 34 |
| Tabel 4.1 Storyboard | 52 |
| Tabel 4.2 Perbandingan antar gambar setelah proses rotoscoping | 68 |



DAFTAR GAMBAR

| | |
|---|----|
| Gambar 3.1 Diagram Tahap Utama Proses Produksi | 42 |
| Gambar 4.1 <i>Screenshoot</i> iklan luwak <i>white koffie</i> | 47 |
| Gambar 4.2 <i>Screenshoot</i> pemilihan <i>footage</i> | 58 |
| Gambar 4.3 <i>Screenshoot import footage</i> | 58 |
| Gambar 4.4 <i>Screenshoot editing</i> , potong sambung <i>footage</i> | 59 |
| Gambar 4.5 <i>Screenshoot compositing</i> | 60 |
| Gambar 4.6 <i>Screenshoot</i> pentool | 61 |
| Gambar 4.7 <i>Screenshoot</i> tampilan <i>Adobe After effect CC</i> | 62 |
| Gambar 4.8 <i>Screenshoot</i> proses <i>import video</i> | 62 |
| Gambar 4.9 <i>Screenshoot</i> tampilan <i>import video</i> | 63 |
| Gambar 4.10 <i>Screenshoot</i> tampilan <i>video</i> yang sudah diimport | 63 |
| Gambar 4.11 <i>Screenshoot</i> proses memunculkan <i>sequence compositing</i> | 64 |
| Gambar 4.12 <i>Screenshoot</i> proses tampilan <i>sequence compositing</i> | 64 |
| Gambar 4.13 <i>Screenshoot</i> proses memunculkan <i>video background</i> | 65 |
| Gambar 4.14 <i>Screenshoot</i> proses memunculkan <i>video</i> kedua | 65 |
| Gambar 4.15 <i>Screenshoot</i> proses <i>rotoscoping</i> | 66 |
| Gambar 4.16 <i>Screenshoot</i> tampilan setelah proses <i>rotoscoping</i> | 66 |
| Gambar 4.17 <i>Screenshoot</i> tampilan hasil akhir <i>rotoscoping</i> | 66 |
| Gambar 4.18 <i>Screenshoot</i> proses <i>color grading</i> | 69 |
| Gambar 4.19 <i>Screenshoot</i> pembuatan <i>background music</i> | 70 |
| Gambar 4.20 <i>Screenshoot</i> tahap <i>mastering</i> | 70 |
| Gambar 4.21 <i>Screenshoot</i> tahap <i>rendering</i> | 71 |

DAFTAR LAMPIRAN

Lampiran 1. Wawancara

Lampiran 2. Lampiran Tahap Distribution

