

3D BUMPER AND MUSIC PROMOTIONAL MEDIA AS EFFORT DYNAMICS UNIVERSITY SURABAYA

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Submission date: 19-Feb-2020 02:37PM (UTC+0700)

Submission ID: 1260063117

File name: JURNAL_TEROB.pdf (683.03K)

Word count: 2832

Character count: 14102

Volume X Number 1, October 2019

ISSN 2087-314X

TEROB

THE JOURNAL OF ASSESSMENT AND THE ART CREATION



**3D BUMPER AND MUSIC
PROMOTIONAL MEDIA AS EFFORT
DYNAMICS UNIVERSITY SURABAYA**

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ABSTRACT

Technology is increasing rapidly making art and design experience significant developments, this is supported by a technological change from 3.0 to 4.0. with this change, all sectors in the industrial sector are strived to be able to integrate into developing industries especially related to the creative industries. Industry 4.0 is also used as a reference in developing all fields of industry, especially in Indonesia. Art and design collaborate with other fields of science, one of which is management, to make a unity in building literacy in the context of the global industry. Making bumper 3d is expected to be able to support the development and national progress in all fields of both goods and services. Bumper 3d is a visual representation using music software (fruity loops) and also in the design of a 3d bumper using 3dSmax software. With the use of collaborating techniques, this is able to visually support the results of the work of creation capable of supporting marketing. Dinamika University is one of the universities that changed its name from the previous, which is the Surabaya Institute of Business and Informatics, based on this matter, it is needed several things in support of widespread marketing. The purpose of this research is the use of 3D bumper and also music can be used as a process in advancing marketing based on technology in the form of software. This research uses qualitative methods, qualitative methods are developed through analysis on 3d bumper samples that have previously been used. Producing or creating, as well as attractive forms of implementation to produce attractive outcomes so that it can spur in marketing

Keywords: 3D Bumper Design, Music Instruments, Dinamika University Surabaya.

INTRODUCTION

Good promotional media is one of the benchmarks of success at an institution or company. In the 4.0 era, digital played an important role as the creation and design, especially in the fields of art and design as the development of scholarship and the development of creative industries. As an effort to drive success, the right media in promotion is needed, this is expected to be able to attract the attention of the public.

The one-way flow of information or persuasion created to direct someone or organization to actions that create exchanges in marketing. (Nickles in Swastha and Irawan, 2008: 349). On the other hand, promotion can add value to an item by providing information to consumers. Promotion can provide information about goods, prices, or other information that has uses to consumers. Without such information, people are reluctant or will not know much about an item. Thus promotion is a tool for sellers and buyers to inform others of their needs and desires so that those needs and desires can be influenced by making satisfactory exchanges. (Swastha, 2000: 245-246).

Technological developments also affect the promotion media, it is necessary to develop one of them in the form of 3d

bumper. The bumper is short clips of animation which are broadcast at the end of a program segment, but before a commercial, or at the beginning of a program segment, but after a commercial. These elements effectively create a bumper between programs and commercial spots (Melanie Goux, 2003: 153). The development of promotions using 3d bumpers is expected to be able to renew patterns, shapes, and visual results.

He made a 3d bumper that adopted from the previous logo on all study programs at the Dinamika University Surabaya. The average promotion process is still a manual concept or using the old form of promotional media, and the implementation of the results is still not based on 3d. In the process of making this 3d bumper design, there are 2 types of animation applications, namely: 3d like Maya, 3Dmax, lightwave or 2-dimensional visuals such as toon boom and so on. Some giant animation production houses like Pixar even use homemade software that is specifically used in their production houses (Albardon, 2010).

Today many animated films are made not only for children, but also for the wider community where interesting characters can be created, each of which

2.1 Research Object

This research was conducted at the Dinamika University Surabaya, located at JL. Raya Kedung Baruk No. 98 Rungkut Kota Surabaya East Java Province. The university is a campus that has quite good clusters specifically in the East Java region, and is a campus that has quite good graduates.

However, promotional media is still not able to be maximized well in increasing the number of students due to competitive competition in the admission of new students where the city of Surabaya is a fairly large city area second only to Jakarta. The focal point of this research is more on the development of logos and bumper music in each of the study programs at the Dinamika University Surabaya.

2.2 Research Factor

The observation factor of this research can be categorized into several sections. The factors in this study were taken in 3 stages of literature study, literature study, and interviews

conducted by researchers, with these factors (Siswoyo and Haryadi, 2014). Is as follows:

1. Succession Preparation Procedure is a successor or the previous generation has a plan to prepare the next generation, the preparation procedure is divided into four elements, namely:
 - a. Motivate,
 - b. Describe the duties and obligations,
 - c. Provide training,
 - d. Give feedback.
2. Readiness is a willingness to transfer company leadership from the previous generation to the next generation by considering the readiness of the next generation, readiness is divided into 3 (three) elements, namely:
 - a. Willingness and magnanimity of the founder,
 - b. Mementors and abilities.
 - c. Successor competence.
3. Communication is the activity of delivering messages that are often given to the generation before and the generation who will

internalize the business or vice versa, in this study communication is divided into two elements namely;

- a. Communication Frequency.
 - b. The contents of messages conveyed by various parties.
4. Family Member Relationship is the level of conflict or closeness between generations before or between generations or relatives, the relationship of family members is divided into two elements namely;
- a. Relationship with the previous generation (successor).
 - b. Relationships with other family members.
5. Business environment is all parties that support the business running, the business environment in this study is divided into three namely;
- a. Internal (family or employee).
 - b. Consumer.
 - c. Supplier.

2.3 Analysis of Research Results

The analysis was conducted to answer the problem of how the existing conditions at the University of Dinamika Surabaya. The results of the analysis of these problems which are research findings, will be used as the basis for the development process of creating 3d bumpers and used as promotional media in the form of 3d designs that adapt from alternative choices in the study program.

In terms of the results of this study contributed in the form of proposed 3d bumper using software in accordance with existing conditions in the field and the addition of the city's identity through design. Later these results can be a reference material for the next bumper 3d especially in the existing study programs at the Stikom Surabaya Institute of Business and Informatics or developed in the form of design with other outcomes through software to support improvements in the form of promotion through design to the public.

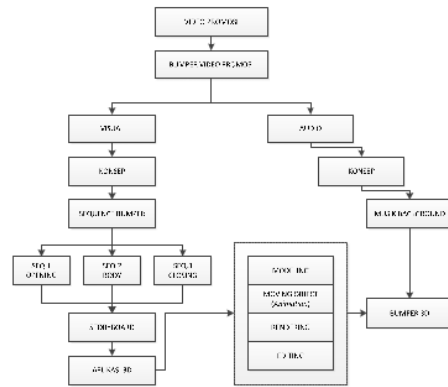
2.4 Presentation of Research Results

Overall, the results of research and studies will be presented in digital form with prototype models and written reports. So that research results can be appreciated by more people, research

results also need to be associated through textbooks, National Scientific Articles and local and global seminar activities.

RESULTS and DISCUSSION

The method of making 3d bumpers goes through several stages from the initial purpose of making promotional videos to becoming 3d bumper videos, the flow of research methods is explained in the chart below:



3.1. discussion chart

Promotional video acts as the opening act, the short video footage can represent an activity or event. In the promotional video there are visual works in the form of video and audio. The process of creating the bumper 3d is done through a technical preparation process, so that the aims and objectives of the video can be understood and conveyed properly to respondents. The concept will later tell the purpose

of the bumper. After designing the concept, the bumper section is further divided into 3 sequence parts, namely: opening sequence (opening section), body sequence (content section), and closing sequence (closing section). These sections describe how the movement from the beginning to the bumper cover.

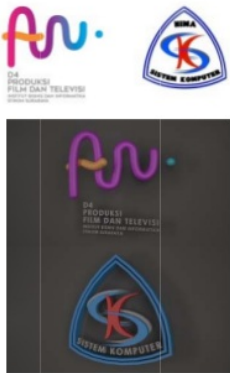
A bumper is an opening or closing animation in a video program which is a short animation that illustrates the identity of an event or agency. With the bumper, the event or agency will be easily understood by viewers without the need for extensive explanation. Bumpers are divided into 2 categories. Bumper in is a signature to enter a segment in a video program. and bumper out which is the signature sign that the segment ends. or more clearly in every TV program takes place always interspersed with several advertisements, the gap between TV shows and advertisements that bumper appears.

4.1 Logo S1 DKV dan D3 SI





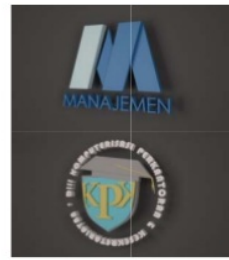
4.2 Logo D4 PFTV dan S1 SK



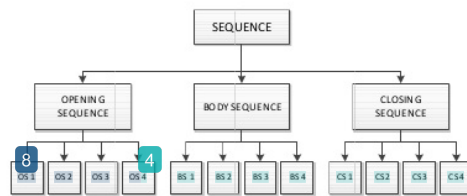
4.3 Logo S1 SI dan S1 Despro



4.4 Logo S1 Manajemen dan D3 KPK

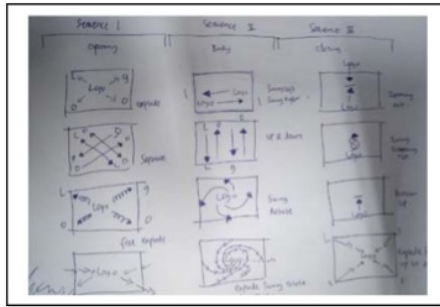


This study uses study program logos because each study program has internal or external program activities. The study program activities are definitely documented in the form of photos and videos.



4.5 Chart Sequence Bumper

Sequence is a series of scenes or shots, which are a unified whole in one video. One sequence can take place one setting or several settings in the video. Sequences in 3D bumper are divided into 3 parts, namely: opening sequence (opening section), body sequence (content section), and closing sequence (closing section). These sections describe how the movement from the beginning to the bumper cover.



Gambar 4.6 Sketch design of the 3D Bumper Sequence Plan

No .	Sequenc e	Moving	Type
1	Opening Sequenc e		Explode Logo
2	Opening Sequenc e		Separate Logo
3	Opening Sequenc e		Free Explode
4	Opening Sequenc e		Fast Zoom In

4.7 Sequence Opening

Explode Logo: the logo is initially located at the center point of the camera and then it splits and moves regularly in different directions with individual parts.

Separate Logo: the parts of the logo move irregularly in the order that makes up the overall logo.

Free Explode: the logo is initially located at the center point of the camera and then moves freely apart and rotates in each section.

Fast Zoom In: the original logo does not appear in the scene, but moves quickly and regularly towards the center and from different angles.

No .	Sequenc e	Moving	Type
1	Body Sequenc e		Swing Left & Swing Right
2	Body Sequenc e		Up & Down
3	Body Sequenc e		Swing Rotate
4	Body Sequenc e		Explode Swing Rotate & Dissape ar

4.8 Sequence Body



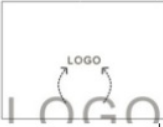
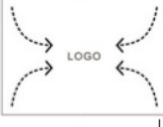
Swing Left & Swing Right: the logo moves from the right side to the left side, then turns towards the right side of the scene and disappears

Up & Down: separate logos for each part and then move up and down the scene in each part

Swing Rotate: the logo is initially at the center point of the camera and then

moves apart and forms a curved groove towards the outside of the scene in each part

Explode Swing Rotate & Dissappear: the logo is initially at the center point of the camera and then moves apart and forms a curved groove that runs out of the scene at each part

No	Sequene	Moving	Type
1	Closing Sequence		Zooming Out
2	Closing Sequence		Swing Zooming Out
3	Closing Sequence		Bottom to Up
4	Closing Sequence		Explode from Up to Down

4.9 Sequence Closing

Swing Left & Swing Right: the logo moves from the right side to the left side, then turns towards the right side of the scene and disappears.

Up & Down: separate logos for each part and then move up and down the scene in each part.

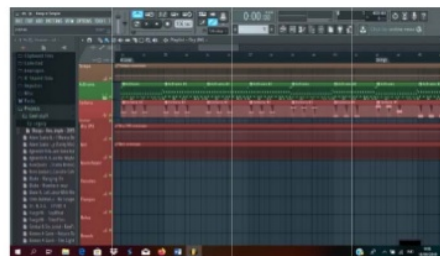
Swing Rotate: the logo is initially at the center point of the camera and then moves apart and forms a curved groove towards the outside of the scene in each of its parts.

Explode Swing Rotate & Dissappear: the logo is initially located at the center point of the camera and then moves apart and forms a curved groove spinning out of the scene at each part.



4.8 music Bumper 3D

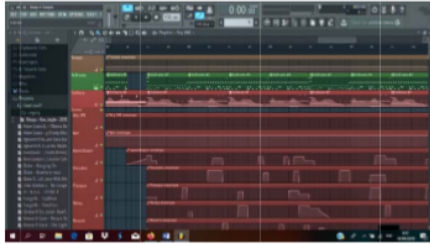
Figure 4.8 is a design image of 3D bumper music, the software used in this 3D bumper music is Fruity Loops. Some instruments used to support sound on the 3D bumper. So that the resulting sound quality is more varied.



4.9 Fruity Loops

With the use of additional music, bumper 3d has a visual result that is able to attract the image of producers in increasing marketing results on goods

and services both in companies and institutions. So that the complexity in publishing in the form of online media can be understood and accepted more not only oriented to regional and national areas, but able to penetrate the international level.



4.10 Fruity Loops

The process of creating music on 3D source using fruity loops 12 (64 bit) software, has the addition of several enhanced features to facilitate and support composers with basic basic capabilities.

6 CONCLUSION

Based on the results of the article written above, the conclusion that can be drawn is the need for appropriate media in describing the appropriateness and appropriateness of the procedures for marketing a product in the form of goods and services. Using the right method and implementation makes marketing able to support a wider or global publication process.

By making this 3D bumper design it is hoped that it can be used as a benchmark for developing media in the form of promotion that is more interactive and also innovative, which is related to technology development 4.0.

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