



CREATIVE STRATEGY VIDEO CLIP “DON’T WANT TO BE SEPARATED ANYMORE” RIZKY FEBIAN FEAT MARION JOLA

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ABSTRACT

Creative Strategy is a method used to develop an idea that we have. AVCD Films side uses creative strategies such as set, property, spectrum lighting and the addition of several effects in the video clip. The purpose of this study was to find out what creative strategies were used in the video clip "Don't want to Be Separated Anymore" Rizky Febian feat Marion Jola. The theory used in this study is the creative strategy of Fachrudin. This research will find out the three stages of creative strategy in the video clip "Don't want to Be Separated Anymore" Rizky Febian feat Marion Jola, namely pre-production, production and post-production. This research also uses a qualitative approach. This type of research uses qualitative research using case study research methods by conducting in-depth interviews. In order to strengthen the findings, researchers use data validity techniques as a guide to draw a conclusion in a study. Based on the results of research and discussion about the creative strategy of the video clip Don't Want to Separate Anymore Rizky Febian feat Marion Jola, it can be concluded that in making the video clip, the party AVCD uses creative strategy in the form of the use of spectrum color, fluorescent lighting and the use of several effects such as daydreaming effect and snow effect added with the use of sets and properties in the video as a support in making the video clip.

Keywords: Strategy, Creative, Video Clips, Case Studies.

ABSTRAK

Strategi Kreatif merupakan sebuah cara atau metode yang digunakan untuk mengembangkan sebuah ide yang kita miliki. Pihak AVCD Films menggunakan strategi kreatif seperti *set, property, spectrum lighting* dan penambahan beberapa efek dalam video klip tersebut. Tujuan dari penelitian ini adalah untuk mengetahui strategi kreatif apa yang digunakan dalam video klip “Tak Ingin Pisah Lagi” Rizky Febian feat Marion Jola. Teori yang digunakan dalam penelitian ini adalah strategi kreatif dari Fachrudin. Penelitian ini akan mengetahui tiga tahapan strategi kreatif dalam video klip “Tak Ingin Pisah Lagi” Rizky Febian feat Marion Jola, yakni pra-produksi, produksi dan pasca produksi. Penelitian ini juga menggunakan pendekatan kualitatif. Jenis Penelitian ini menggunakan penelitian kualitatif dengan menggunakan metode penelitian studi kasus dengan melakukan wawancara secara mendalam. Demi memperkuat hasil penemuan, peneliti menggunakan teknik keabsahan data sebagai pedoman untuk menarik sebuah kesimpulan dalam sebuah penelitian. Berdasarkan hasil penelitian dan pembahasan mengenai strategi kreatif video klip TakIngin Pisah Lagi Rizky Febian feat Marion Jola dapat disimpulkan bahwa dalam pembuatan video klip tersebut, pihak AVCD menggunakan strategi kreatif berupa penggunaan *spectrum colour, lighting neon* dan penggunaan beberapa efek seperti efek *daydreaming* dan efek *snow* ditambahkan dengan penggunaan *set* dan *property* dalam video sebagai penunjang dalam pembuatan video klip tersebut.

Kata kunci: Strategi, Kreatif, Video Klip, Studi Kasus.



PRELIMINARY

Creative Strategy is a method or method used to develop an idea that we have. A creative strategy is an integrated thinking of a creative team of a project. With the right creative strategy, it can be an interesting product.

According to Kartika, a creative strategy is a design made by a creative field in a program in the hope that the creative strategy itself can make an interesting event to watch (Hasanah & Sya'dian, 2020). Meanwhile, Werner Reinartz and Peter Saffert, explained that creative is a different thought in the form of the ability to find unusual solutions to a problem (Fachrudin, 2018).

Creative strategy is important because it is the basis for compiling a foundation of ideas that emerge to be developed into an existing project. The use of the creative strategy itself is for the development of existing ideas which are then realized into a project that is carried out both in television, radio and other media so that it can be packaged into something that attracts the attention of its audience.

Creative strategies are also used in a communication product such as television, radio and film as well as other mass communication products. One of them is a video clip. Video Clip itself is one of the most ideal promotional media and is a music program sponsored by the production of labeled music recordings with the aim of publicizing singers and a song that has the potential to be liked by the audience (Fachrudin, 2018).

Creators themselves look for ideas or inspiration so that they get a central idea to develop into a concept. Creators need to listen to the songs they clip while looking for a good idea. The idea is associated with one's own life experiences, that is, what is seen, what is touched, what is felt, what is enjoyed, what is listened to, and what is contemplated. The whole thing is the process of incarnation of verbal imagination.

Subsequently, the idea was discussed with bands and directors, cameramen, and also models. Things that need to be discussed include: theme, property, model selection, the story of the video clip, even to the best angle. Most of the existing video clips have the same concept of being intimate with their partner, then being hurt, there are quarreling scenes, then they break up or cheat.

Music video clips or videos basically have five universal languages, namely: rhythmic language (rhythm), musicalization language (instrument), tone language, lyric language and performance language. All of them are included

in one song with a description of the tone of a particular singer or instrument. Therefore, to get a creative idea that matches the song to be produced by the clip, it is necessary to understand the language mentioned above (Fachrudin, 2018).

RESEARCH METHODS

Creative Strategy is a method or method used to develop an idea that we have. A creative strategy is an integrated thinking of a creative team of a project. With the right creative strategy, it can be an interesting product.

According to Rano, Creative Strategy is a process to communicate the message to be conveyed through an image and word approach (Suprpto, 2015). Meanwhile, creativity, according to Werner Reinartz and Peter Saffert, is a different thinking in the form of the ability to find unusual solutions. According to the Creative Education Foundation, the notion of creative is an ability that a person has (a group of people) allows them to find new breakthrough approaches in the face of certain situations or problems that are usually reflected in problem solving in a new or unique way that is different and better than before (Fachrudin, 2018).

In producing a video clip, the pre-production process is very necessary. Pre-Production itself is a planning and detailed instructions for the implementation of audiovisual content production must be made in advance. Shooting planning, storyboards, so that having guidelines in arranging shots on television news programs is quite research, wishlist /wishlist (visual order / shoot list is a simple form of story board). (Fachrudin, 2017)

The idea of coverage is discussed in an editorial meeting (after the news program or in the afternoon) consisting of the program producer, coverage coordinator, regional coordinator, cameraman coordinator, broadcaster, and executive producer discussing each coverage idea and weighing it out from various matters. The discussion of the meeting included focusing on the information that must be obtained images must be recorded, and the speakers who must be interviewed (Fachrudin, 2017).

In the production process, ideas/plans made with a wishlist after being agreed upon by the editor may be different from conditions in the field. Television editors and journalists communicate continuously to monitor the development of any important and interesting issues. The reality of the speakers is not as imagined, developments, developments on the ground are much more interesting, and external

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(natural) things are unexpected. Then a journalist must have an alternative plan, so that the production process can proceed as planned. As well as ensuring the availability of news material does not lose momentum, especially its strongest competitors (Fachruddin, 2017).

The latter is the post-production process, at this stage leading up to on-air news, the editorial meeting (the term: budgeting) compiles a news composition based on the editorial policy in a "news program rundown." The final meeting evaluates the urgency of the news in the rundown (to be broadcast), whether it corresponds to the editorial meeting at the beginning and synchronizes it with the latest situation. Script editing by producers and image editing by editors are processed simultaneously (Fachruddin, 2017).

In this stage, all the technical aspects of the manuscript and the drawings that will be present to the excuse are taken into account. Blue images (bluish), unfocused, rocking wherever possible are not used unless they have great news value (news journalistic work) and images that have not been accepted. As for the narrative should avoid "12 things not for television news." Visual editors need to be accompanied by reporters or producers in order to help reports be accurate both narratively and audiovisually (Fachruddin, 2017).

The research method used by the researcher is the Case Study Research Method. Methodology has a broader sense than methods. Methodology is a logically established way for scientists to perceive a particular reality or phenomenon. The origin of the word is from the method, namely the analytical apparatus (the analytical apparatus) or the way the investigation works concretely includes the collection, recording, and categorization of data and logic which means science. Thus, when combined the two words into methodology, it means that the entire design of the investigation that connects the main elements of the data collection method and data analysis, moreover, it certifies the selection and interpretation of data based on the theoretical framework used. Meanwhile, the method better explains how or works in data collection and data analysis (Pambayun, 2013).

The qualitative approach as Bogdan and Taylor expressed is a research procedure that generates descriptive data in the form of speech or writing and observable behavior of the people (subjects) themselves. This approach takes place showing the setting and the individuals in that setting as a whole, the individual within very holistic boundaries. While Thomas R. Lindlof revealed that qualitative research seeks to

maintain the forms and charges of human behavior and to analyze the quality of human behavior, not by mathematical means or other formal transformations (Pambayun, 2013).

RESULTS OF RESEARCH AND DISCUSSION

After the researcher conducted interviews with three informants, the researchers found that there was an application of creative strategies used in making Video Clips Don't Want to Be Separated Anymore. First, if we look at the technical side, researchers found the use of spectrum lighting effects. According to the Director of Video Clips Don't Want to Be Separated Anymore, Rizky Jusuf, the effect was used as a technique because at that time it was following the trend of young people and was booming in 2019. This effect is used to show the dynamics of young people.



Figure 4.1 Spectrum Color Lighting

Then, there is the use of logline in making videos to make it easier for producers to remember and determine good shots during the shooting process. The use of a moodboard that contains notes of the results of discussions between producers, directors and clients, as a reference for shooting.

<i>Moodboard</i>	<i>Shoot Results</i>

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Table 4.2 Comparison of moodboard and shooting results

Researchers also found that in this video clip, it used a property in the form of a classic 90s car. According to the director and also the creative of the video clip Don't Want to Be Separated Anymore Rizky Jusuf, the use of the property is to show a futuristic but classic feel. This is as shown in the following image:



Figure 4.3 classic cars of the 90s

In addition to property, researchers also found that sets are an important creative idea in these video clips. According to the producer of the video clip Don't Want to Split Anymore Ades

Viyatmaaja, the selection of the restaurant was as an execution or story idea in the video. In addition, the selection of the restaurant is a way to convey a more appropriate discussion about the two talents. This is as shown in the following figure 4.4:

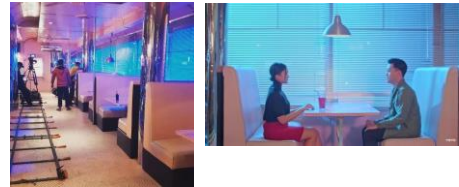


Figure 4.4 restaurant sets

In the video clip, also using the daydreaming effect, According to director Rizky Jusuf, the concept of daydreaming is used to describe the process of conversation between the two talents in their subconscious. The concept is depicted in figure 4.5:



Figure 4.5 daydreaming effect

In addition to the use of daydreaming in the mv, the video clip also uses a snow or snow effect. According to the editor of the video clip Don't Want to Separate Anymore Zidan Rizieq, the effect is a visualization directed by director Rizky Jusuf. This concept was chosen to describe the emotional connection between the two talents. This is as shown in the following figure 4.6:



Figure 4.6 snow or snow effect

Another creative concept used is color editing. The color editing concept chosen is in accordance with the theme of this video clip. The theme of this video clip generally uses the concepts of Dreamy, Stylish, Fantasy, Romantic and Surreal. This is as shown on the moodboard

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of the video clip Don't Want to Split Anymore, here's the following:



Figure 4.7 Tone and Manner Execution

CONCLUSION

In this study, this research was entitled Creative Strategies for Video Clips Don't Want to Separate Anymore Rizky Febian feat Marion Jola. The purpose of this study is to find out the creative strategies used in making video clips Don't Want to Be Separated Anymore. In this research process, the researcher interviewed the three informants who were parties related to making the video clip, namely: Ades Viyaatmaja as producer, Rizky Jusuf as director and Zidan Rizieq as editor.

Based on the results of research and discussion on the creative strategy of video clips Don't Want to Be Separated Anymore Rizky Febian feat Marion Jola, it can be concluded that in making the video clip, avcd used a creative strategy in the form of using spectrum coloring which is trending in 2019. In this video, the creative team also used neon lighting as a visualization support in the video clip. That the AVCD used the moodboard as guidance in the making of the video clip.

In making this video clip, AVCD films conducted a discussion process with talents and clients to discuss the concepts that will be outlined in making the video clip. After discussions, then the AVCD at the time of production used a place set, namely an American-nuanced restaurant and used a classic 90s car as a property and adjustment of the outfit or wardrobe used by the talents in the video clip Don't Want to Be Separated Anymore, after the production process of the video clip was completed, the AVCD carried out the editing process as the final stage in making the video clip. The editing used in the video clip Don't Want to Be Separated Anymore is spectrum lighting and spectrum coloring then the editor also provides several effects such as daydreaming effects and snow or snow effects that are added to the video clip Don't Want to Split Anymore.

This research found that the use of creative strategies in this video clip, namely:

daydreaming effects that were trendy at that time in their time as well as the addition of effects such as snow effects and rain effects and the use of location sets such as restaurants and classic cars to support visualization in making video clips Don't Want to Split Anymore Rizky Febian feat Marion Jola. This research provides recommendations as a means of making video clips.

1. Academic Advice:

For further research, it can be done using other methods such as audience reception analysis. Through this study, the next researcher was able to find audience acceptance of the video clip Of Not Wanting to Be Separated Anymore Rizzy Febian feat Marion Jola.

2. Practical Advice:

For video clip makers, it is expected to pay attention to the creative elements they use. The creators of the next mv can use the creative strategies used in the video clip Don't Want to Split Anymore Rizky Febian feat Marion Jola namely: snow effect and daydreaming effect.

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