



## Implementation of Cinematography Element in the Production of Parody Video Clip in YouTube Channel (Case Study of Parody “Soni-Soni” Video Clip in Fathan Dasopang Account)

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### Abstract

Indian culture has become one of the most popular international cultures in Indonesia. This can be seen from the many fans of Indian culture in Indonesia. Indian cultural products are contained in the form of images, music, films, and today in the form of YouTube content as can be shown in the parody video content “Soni-Soni” which was produced and uploaded on Fathan Malik Dasopang’s YouTube account. In making YouTube content in the form of videos, the researcher sees the application of cinematographic elements as necessary. This study refers to the cinematographic theory proposed by Proferes which consists of 7 (seven) elements i.e. spines, characters, situations, dynamic relations, expectations, wants, and actions. This research method uses a descriptive qualitative method with the application of semi-structured interview techniques to predetermined informants. Meanwhile, this research design is qualitative. The results of this study indicate that Fathan Malik Dasopang in the production of “Soni-Soni” parody videos has tried to make his video production as similar as possible to the original “Soni-Soni” video. The researcher found that in the production of the video, Fathan Malik Dasopang referred to 7 (seven) cinematographic elements as stated by Proferes. This research concludes that 7 (seven) cinematographic elements can be found and studied in producing the parody video “Soni-Soni”, by Fathan Malik Dasopang thus showing that he not only imitates but also refers to 7 (seven) cinematographic elements as stated by Proferes.

**Keywords:** Fathan Malik Dasopang, “Soni-Soni”, parody video, YouTube, cinematographic elements



## INTRODUCTION

Nowadays, television did not be the only product that provides news and/or a source of entertainment. Media had transformed into the digital version, added with the emergence of the Internet. The Internet consisted of an enormous amount of content, which can be accessed by the public by just connecting to the Internet. The rise of Internet media platforms also provided people to express themselves and show their expressions, talents, and/or sensations in it, by just connecting to the Internet, people can take or record and share their photos and/or videos on the Internet, especially in the media platforms. One of the Internet media platforms is YouTube, considered one of the biggest video media platforms.

According to Castells (2011), the act of communicating a person's self to the public can be called mass-self communication. Castells continues that mass self-communication refers to the share of expressions and creativity of an individual to the mass or the public, which are consumed by them. Related to Castells', McQuail in Cecariyani and Sukendro (2018) stated that the use of a digital platform such as YouTube can be considered as the way people mass-self communication through New Media, which, YouTube can be considered as one of the examples of the New Media.

Since before the birth of the New Media, in the context of Indonesia, Indian culture had a long story in Indonesia, which now, can be considered one of the most embraced external cultures in Indonesia. Many Indonesian people enjoy and consume Indian cultural products such as Bollywood movies, music, and entertainment which have a heavy rotation in the Indonesian broadcasting and television industry.

The great enthusiasm of the public for Bollywood shows that appear in Indonesia, certainly makes the emergence of loyal Bollywood fans. These fans have their way of showing their love for Bollywood artists. One of them was an Indonesian woman in 2016 willing to go to India just to meet and give a letter to her Bollywood idol, Shah Rukh Khan (Dewi, 2016).

Fans of Bollywood artists in Indonesia have associations or communities such as Bollywood Mania Club Indonesia (BMCI) which in 2018 had 68,924 members on Facebook from all over Indonesia and often held gatherings of fellow fans. Bollywood fans are looking for any way to get to know their favorite artist. In addition, they will also buy goods related to the idol and support all the activities of the idol artist (Maharani, Sitasari, and Safitri, 2020, accessed January 8, 2022).

Referring to the regional context, in the Medan area, there is an Indian village dubbed Little India or also called by several other terms such as Kampung Madras (formerly known as Kampung Keling). The name changed to Madras village occurred when residents in Medan tried to link the origins of people of Indian descent (especially those from the Tamil tribe) who had lived in the village for a long time. The name from Kampung Keling to Kampung Madras is also one of the steps taken by residents to eliminate indications of ethnicity-based ridicule that had previously been pinned by several other residents.

The use of social media and media platforms such as YouTube can be found in the existence of Indian cultural things on YouTube. People can access a lot of Indian culture-related videos on YouTube. One of the most popular Indian culture-related content produced by an Indonesian is the parody of the "Soni-Soni" video clip which gathered more than 20 million viewers. The video itself was produced by Fathan Dasopang and uploaded to his YouTube account named "Fathan Dasopang".

Soni Soni's parody video clip, which was uploaded in 2020, has attracted 18 million views and approximately 89,000 comments on Youtube. This video clip has been positively appreciated by the public because it is considered creative in imitating and is considered similar to the original video clip even though the dance choreography is quite complicated and requires many actors in it. Based on the author's initial interview with Fathan Dasopang, he said that the



parody of the video clip "Soni-Soni" aims to enrich the entertainment industry in Indonesia, especially the Indian entertainment market in Indonesia.

The number of views that reaches more than 18 million shows that the content produced by Fathan Dasopang is a reflection of the interest in Indian culture in Indonesia, even though now Indian shows themselves are not something that is hype, especially since the 2020s and above. This shows that even though there is no hype, Indian culture is still in demand by a large number of Indonesians, especially for lovers of Indian culture who are also actively using social media, especially YouTube. Not only local reactions, but the parody video clip "Soni-Soni" also invited reactions from foreign people, namely Pakistan and also the country of origin of the video clip "Soni-Soni" itself, namely India. They showed their appreciation for Fathan Dasopang for the efforts he and his team had made to imitate the elements and scenes contained in the original "Soni-Soni" video clip.

In addition, by considering Cinematography Theory which consists of 7 elements, namely spines (core story), character (character), situation (situation), dynamic relations (dynamic relationship), wants (desire), expectations (expectations) and actions (action/ action). This study aims to see how the application of these 7 elements processes the making of the parody video clip "Soni-Soni" by Fathan Dasopang. By referring to the cinematographic theory, this research can show the importance of applying cinematographic theory in the creation of the content so that the processes that occur in making the video can be analyzed.

Researchers hypothesize that cinematography has a relationship with communication. Communication is the art of delivering information from individuals to other individuals or from individuals to groups, but can also be from group to individual or group to group. In a broader sense, communication can be carried out from individuals or groups to the public in large or massive numbers. In this case, audiovisual content, such as films and/or videos, contains messages that the creator wants to convey that is distributed or communicated in bulk to the public through the help of the Internet and in particular, social media platforms that provide upload features. The public tends to like videos that are interesting and educational and/or unique. Interest in unique videos generally occurs based on the need for entertainment.

Therefore, this study will discuss the cinematography carried out by a content creator named Fathan Dasopang. He often creates Indian-inspired content. In this case, the researcher will focus on discussing the cinematography done by Fathan Dasopang in making a parody of the video clip "Soni-Soni". Based on the explanation above, this "Soni-Soni" parody video is considered unique by several content creators both from Indonesia and from abroad (there are several content creators from Pakistan as described above). This video is considered unique considering that Fathan Dasopang can maximally make a parody video of "Soni-Soni" which is admittedly similar to the original video "Soni-Soni" starring Shah Rukh Khan. Based on this explanation, later this research will identify the parody video "Soni-Soni" in terms of the process and also about the cinematography formed by Fathan Dasopang and the parties involved in making it. This study will use a descriptive qualitative approach to obtaining data and also describe the findings related to this research.

## LITERATURE REVIEW

### Cinematography

According to Proferes (2005), the elements of cinematography consisted of spines, characters, situations, dynamic relationships, wants, expectations, and actions. Spines refer to the framework of the story (core story) of a film. Clurman (in Proferes, 2004:14) says that a film should have a spines/core story in it because if the spines in the film are not clear then the film will not have a strong structure. Spines ultimately determine how the nature of a character and from it spines determine the behavior and actions of the character. Spines can refer to topics raised by the filmmakers themselves.



Characters refer to characterizations; in this case, a character in a film has a certain background that guides his behavior and actions. The characterizations can be motivated by elements of life experience as well as living conditions and social status formed by the filmmaker. Situation refers to the situation experienced by the characters in the film. The situation can refer to the perspective of the character, both referring to the real situation and the situation imagined by the character.

Dynamic relationship in the context of filmmaking does not only refer to how the kinship relationship or the relationship between social status is shown by the characters but also refers to the relationship between facts or events presented in the film. In this case, Proferes said that the relationship must be complementary to one another so as not to create a plot hole. The dynamic relationship in the film must be considered because a good film generally presents a clear relationship between facts or events in the film. Wants refer to the wishes of a character, especially the main character. The nature of these wants is as a complement or desire that is smaller than the main goal concerned with the main topic or problem that is the core story of a film.

Expectations refer to the wishes of the characters in the film. In general, these expectations are related to the spines (core story) of the film. The existing films usually don't immediately present scenes that show the fulfillment of the wishes of a character and this creates dramatic tension in a film. Actions refer to the actions performed by characters in a film. The actions taken are certainly related to the main goal of the character. These actions generally reflect the desires and expectations of a character.

### User-generated content

User-generated content is a form of content, writing, videos, photos, reviews, and others created by one party. User-generated content is one form of content marketing in today's digital era. Social media is a distributor of user-generated content that is carried out by content creators to their audiences. UGC is an effective step to increase trust or engagement from the audience (Rayinda and Irwansyah, 2019). The penetration of increasingly sophisticated technology makes the virtual world more freely accessible to the public which then makes people closer to anything without any limitations of space and time.

### Social Media

Social media is an instrument that is quite important in this increasingly massive digitalization era, so the researcher will cite several definitions of social media itself, starting from the writings of Van Dijck and Poell (2013: 4) saying that social media is a place or platform that can be used by its users in conducting social interactions with other users from the platform. In addition, another understanding comes from Meike & Young who say that social media as a forum is a manifestation of the convergence between interpersonal communication which refers to the sharing of messages between individuals who communicate, as well as in the public sphere without the uniqueness of the individual itself. This means that social media has the potential to make the message given by the individual fundamentally aimed at individuals as well as to a wider level, namely the public sphere. This communication is created because of the existence of a forum, namely social media that provides access for users to carry out two-way communication in various forms of message exchange, collaboration, and the formation of new networks among users in the form of text, images or visuals or audiovisuals (Puntoadi, 2011, accessed on February 2, 2022). Puntoadi added that social media has three main values, namely as a place to share messages or content (sharing), collaborating with other users (collaborating), and forming new relationship networks (connecting).





In this case, social media forms a connection between humans in the online realm. This connection can almost eliminate the boundaries between time and space. Hemawan (2009 in Trisnani, 2018) states that the use of social media can also easily create a forum where individuals can communicate with each other and exchange ideas with each other. Referring to this as well, Boyd and Ellison (2010, accessed 9 April 2022) said that social media has power in terms of user-generated content which means that messages and/or content provided by the individual can come from the individual himself, which means can avoid the bureaucracy needed in conventional media such as selection from editors, reviewers affiliated with certain mass media, and other related parties.

### Humor Content

Humor is often used by content creators in achieving various communication goals to attract the attention of the audience, guide the audience as a whole to the entire content, and can also influence the attitude of the audience which then creates a reaction from the audience to be able to enjoy the content. In the context of sales, humor inserts are often used. This is also a demand from the advertiser which will then create consumer interest in buying a product.

The appeal of humor is often recognized through messages. According to Sugihantoro, the message that is inserted with humor is the message that the audience remembers the most. This is done by content creators to be able to attract the attention of the audience. Audiences tend to pay more attention to the humor conveyed by content creators and less maintain the brand or attributes of the content. However, effective humor is also difficult to need because it requires high creativity and imagination. If not, it will cause a sense of saturation in the audience and the audience will not enjoy the entire content because it will be considered "dry" (Sugihantoro, 2010).

### RESEARCH METHOD

This study uses a qualitative research model. Qualitative research aims to obtain a complete picture of a matter according to the view of the human being studied. Qualitative research deals with ideas, perceptions, opinions, obtained by the subject under study, and the data cannot be in the form of numerical data (Basuki, 2006). Qualitative research is designed to provide an overview of the real world and capture the meaning that occurs in society to create a research field through direct interaction between researchers and research subjects.

According to Sulisty-Basuki, the qualitative research steps that the researcher uses are as follows: preparation, and extensive exploration, centered on a set of focused activities. Preparation refers to the consideration of research focus and topic selection, which is then followed by a problem statement and formulating of research questions which then generate a hypothesis. Extensive exploration refers to the search for potential locations or subjects in answering research questions, the selection of these subjects is sought based on criteria that match the topics and research questions raised, which can then be tested for a broad location/subject suitability, exploration, conducting experimental studies, and collecting data. Focusing on a focused set of activities refers to the activity of collecting data, refining the research plan or explanation of the focus, focused activities, narrowing data collection, data analysis, and writing findings in the research design (Basuki, 2006: 81).

The research subject that will be appointed by the researcher is Fathan Dasopang intensely to obtain intact primary data for this study. These resource persons were selected based on the quality control that the researchers carried out. Fathan Dasopang himself is a YouTube content creator who started his career in the world of YouTube content creation in 2019. Since the beginning, Fathan Dasopang has focused his content on the Indian entertainment industry. The interesting thing about Fathan Dasopang is that he is trying to make cover videos of some video clips that are quite popular in the Indian entertainment industry. In



addition, he also often distributes blooper videos that show behind the scenes of every cover video or parody he makes. The parody videos made by Fathan Dasopang tend to get a large number of views, with the parody video "Soni-Soni" being the parody video with the largest views to date (dated March 14, 2022) which is approximately 20 million views. In the blooper videos on Fathan Dasopang's account, it can be seen that Fathan and his team have a solid relationship and this is assumed to be one of the driving forces for the creation of quality cover videos and parodies.

The data collection method used by the researcher is interviews and document studies with the owner of the Fathan Dasopang Youtube account, namely himself, secondary data exploration through e-learning, internet pages, journal studies, and others. Provisions: a description of how the researcher collects data, and how the data collection techniques are used.

This method is used for Fathan Dasopang as the owner of the Fathan Dasopang Youtube account itself. The questions asked by researchers to all informants must be in the same order, so as not to cause difficulties for researchers in processing data. The positive thing about interview studies is that researchers can get rich and in-depth data so researchers can get answers that are quite qualified. Two main techniques in interview studies are probing and prompting, probing which means a researcher digs up an informant to explain the answer in-depth, then prompting which means there is a guarantee to the respondent in choosing several possibilities before answering a researcher's question (Creswell, 2014). ).

This method is used by researchers by studying existing documents related to the research topic of researchers and conducting direct observations on the research object under study. This study focuses on documents related to cinematography theory which are used as analytical tools in research related to the creative strategy of the parody video clip "Soni-Soni" made by Fathan Dasopang and his creative team.

Data analysis in qualitative research can be done if the empirical data obtained is data in the form of words, not numerical data. The data collected by researchers as mentioned above, namely interviews, and secondary data collection in the form of documents and literature studies. Then, after getting the various data, the researcher begins by making a primary data analysis process in the form of an interview study that has been transcribed into words, then the researcher will carry out various processes such as recording, typing, and editing. After that, the researcher then conducted a document study from Fathan Dasopang's YouTube account to find a pattern, activity, or uniqueness in Fathan Dasopang's Youtube account.

According to Miles and Huberman, qualitative analysis activities are divided into three, namely data reduction, followed by data presentation, and ending with concluding. These processes are interrelated with each other which then forms an interaction before, during, and after the researcher collects data which then produces an analysis that brings out a new insight and ends with a research result and conclusion (Huberman & Saldana, 2014: 105). Later, the data analysis technique will be used to analyze the findings of in-depth interviews obtained from Fathan Dasopang and the crew who helped him in making the parody video clip "Soni-Soni."

## RESULTS AND DISCUSSION

One of the factors behind the parody video "Soni-Soni" being one of the parody videos with the most views ever made by content creators from Indonesia on YouTube is due to the influence of the original "Soni-Soni" video starring Shah Rukh Khan himself. The original "Soni-Soni" video, as of May 12, 2022, has reached more than 164 million views.

The YouTube account as well as the personal account of Fathan Dasopang and his creative team are often praised for their efforts to produce parody content of popular video clips produced by the Indian entertainment industry for their similarities and visuals. Given this explanation, it is the researcher's consideration to examine the creative strategy process within



the framework of cinematographic elements consisting of 7 elements, namely spines, wants, situations, dynamic relations, wants, expectations, and actions.

In the context of the analysis of spines elements, Fathan Malik Dasopang is the main character or the person who plays the role of Raj. The reason for choosing him as the main character is because basically, Fathan Malik Dasopang is the drafter and also the main director in making this parody video clip "Soni-Soni", so in this case, by holding this role, Fathan Malik Dasopang also places himself as the main character.

Referring back to Proferes (2005:15), it is said that the spines of the film can be an umbrella for the spines or the core of the story of each character in the film, but it can be said that in the context of this "Soni-Soni" parody video, the spines of each character shown in the original video as well as the parody of "Soni-Soni", are homogeneous or not varied, i.e. all of them are aimed at celebrating the Holi festival, except Raj who is the main character of the film Mohabbatein and also the video "Soni-Soni", in which Raj Besides celebrating Holi festival, he also has a special core story, namely celebrating Holi festival as a way to remember his girlfriend, Megha, who has passed away and even put it in the form of a fantasy that he celebrates Holi with Megha.

Referring to the explanation of the characters described by Proferes (2005:16), in general, the characters have varied backgrounds related to heredity, family influences, socio-economic conditions, life experiences, and many other things. Some of the backgrounds of the characters or figures contained in a film affect the course of the story, and maybe even the background conditions of a character, especially the main character which is closely related to the spines of a film. In this discussion, this background will be contextualized in the video "Soni-Soni" which in this case is parodied by Fathan Malik Dasopang.

So, in this case, Proferes (2005:16)'s words regarding the relationship between the background of the characters and the core of the story can be proven, considering that the parody video "Soni-Soni", which is an imitation of the original video "Soni-Soni", shows there is a connection from the same campus background, namely the Gurukul campus and the relationship between the characters, namely between Raj and Sameer, Vicky and Karan as well as the will of Sameer, Vicky and Karan to participate in Holi celebrations with a specific goal, namely at the same time pursuing love from women who come from another campus, where all the students are girls as shown in the scene in the original video as well as the parody "Soni-Soni" where they face each other while celebrating the Holi festival.

Situation elements refer to the conditions contained in the film and/or content. In this case, the parody of "Soni-Soni" can be said as content with realistic situations considering that the parody refers to the original scene, namely the scene of the song "Soni-Soni" (Proferes, 2005).

The situation shown in the parody video "Soni-Soni" can be said to be a realistic situation considering that what the video shows, is no different from what is shown in the original video, namely the Holi festival which is celebrated every March 3 every year and is a festival that is celebrated every year. It has been celebrated since ancient times by Hindus in India. The festival is celebrated with the activity of throwing color powder which is one of the properties that make the Holi festival its characteristics.

After that, Proferes (2005:17) explained that dynamic relations can also be referred to as dramatic juice or "jus dramatic" which refers to the dynamic relationship between the characters involved in a film. In the context of the "Soni-Soni" video, both the original and the parody, the researcher sees that each character has a view towards one another. Just like Raj with his dead girlfriend, Megha. Proferes (2005:18) explains in more detail that this dynamic relationship can be seen from the eye gaze, which in this case refers to the physical eye gaze on the characters contained in a film or the context of this research is a video. This can be seen from the eyes of Raj played by Fathan Malik Dasopang towards Megha in the parody video



"Soni-Soni" played by Nicky, where Raj's gaze shows an intimacy with Megha which shows that the two have a close relationship.

In this parody of the "Soni-Soni" video, in the context of wants, it can be seen that Raj shows his romantic side as well as his cool side in front of his students as well as in front of a girl named Ishika. In the parody video "Soni-Soni" there are many dancing scenes that show dances performed in groups. The dances can be said to be quite energetic. Each scene shows a character that is specifically highlighted to then display the significance of that character in each scene. From beginning to end, the parody of "Soni-Soni" was dominated by dancing scenes between Raj's "camp" which consisted of men and women, where the two "camps" danced together. Considering that the parody of "Soni-Soni" basically refers to the original "Soni-Soni" video which is a scene with music in it, besides dancing, the characters in the parody of "Soni-Soni" can also be seen. sing together.

A clear example of proving the element of expectations as Proferes explained (Proferes, 2005:18) is in the scene when Raj looks closely at Megha and then unexpectedly Megha throws color powder on Raj's face. The researcher saw that the scene might have been expected by the audience but maybe the character in the scene, namely Raj, was unexpectedly thrown in the face with red powder by Megha.

Action elements refer to an effort or action taken by a character to be able to achieve his goals. In this case, the parody video "Soni-Soni" refers to the original scene from the original film starring Shah Rukh Khan and Fathan Dasopang trying to make the actions in the parody video very similar to what happened in the scenes from the original film. In this regard, Proferes (2005:19) also explains that a character can only perform one kind of action at a time, and of course, this is seen in this parody of "Soni-Soni", as when Raj looks closely at Megha and then Megha greets by throwing red powder in Raj's face as well as at Gurukul's male students as well as female college students who walk at one time and then dance together.

## CONCLUSION

The parody video "Soni-Soni" made by Fathan Malik Dasopang and his colleagues who were involved in making the video tried to make the parody video as similar as possible to the original "Soni-Soni" video which was part of the film Mohabbatein starring Shahrukh Khan. Fathan Malik Dasopang's explanation has detailed enough that the effort to make a parody video similar to the original "Soni-Soni" video was carried out by equating the movements, matching the make-up, the clothes used, as well as the gestures and actions taken by each of the characters contained therein. in the original video.

Although the parody of "Soni-Soni" made by Fathan Dasopang is indeed similar to the original video "Soni-Soni" starring Shah Rukh Khan the video cannot be 100% absolute in terms of the place and the clothes used given the existence of the difference in resources and also the capital used between the parody video "Soni-Soni" and the original video "Soni-Soni", on the basis that the original video "Soni-Soni" was produced by a company that is indeed engaged in the Indian entertainment industry which has resources and massive amounts of capital. But at least, Fathan Dasopang has tried to equate his parody video "Soni-Soni" with the cinematographic elements contained in the original video "Soni-Soni" starring Shah Rukh Khan considering the camera angle and cinematographic elements according to Proferes contained in a parody video. The "Soni-Soni" has tried to be as similar as possible to the one in the original "Soni-Soni" video.

Starting from the cinematographic elements, as Proferes said, which consist of 7 elements i.e spines, characters, situations, dynamic relations, wants, expectations, and actions, it can be said that the parody video "Soni-Soni" made by Fathan Malik Dasopang has fulfilled seven elements. the. In terms of spines, it can be seen from the existence of thematic spines





and character spines that are combined in the Holi festival "paying" which is the big theme of the parody video "Soni-Soni" as well as the original.

1. In this case, Fathan Malik Dasopang has also shown the application of cinematographic elements in terms of spines or the core of the story, namely the identification of the main story or major theme of the film with a specific core story contained in the realm of characters/actors. Characters that show the background of characters whom both come from the Gurukul campus (for male characters) and also characters from the female campus (for female characters).

2. The characters featured in this video include Raj as the main character, then there is Megha who is Raj's dead girlfriend, then there are Sameer, Vikram, and Karan who are students of Raj then there is Ishika and Janda who are women from women's colleges which in this case bring their friends to the Holi festival as shown in the parody video "Soni-Soni".

3. In the context of situations, this refers to a crowd situation because Holi festival celebrations can be said to be lively, lively, and fun, which is the hallmark of Holi festival celebrations that are carried out in the real world, namely Hindus in India.

4. In the context of dynamic relations, there is continuity between scenes, as well as a dynamic relationship between characters which is shown in the eyes of each character when celebrating the Holi festival and can also be seen from the character's gestures in the parody video "Soni-Soni".

5. In terms of wants, which shows the character's desire, which then is closely related to the core of the story created by the video maker and affects the dynamic relationship, action, and overall storyline.

6. In terms of expectations or expectations, it refers to expectations between characters in which in this case the expectations of the characters can be said to be fulfilled even though in the opening scene where Raj is dancing with Megha, but in the end, it is just a dream, and also expectations that want to be built by Fathan Malik Dasopang for the public who became the audience of the video.

7. In the context of the actions element, it can be shown that there are specific actions taken by Raj, his students, as well as female college students who contributed to the story in the parody video "Soni-Soni", which of course in this context is related to with the Holi festival being the main theme of the original and parodied "Soni-Soni" videos by Fathan Malik Dasopang.

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Telah terima dari

Nama Mahasiswa/I :

Eldini Aurida Damari

66180220

Tanggal Sidang : 28 September 2022

Penerapan Elemen Sinematografi dalam pembuatan

Video klip Parodi di Kanal Youtube Lkarius

Video klip Parodi "Soni-Soni" dalam Akun Fathan Daropang

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