

VIDEO DESIGN AS A GUIDE OF THE BASIC MOVEMENTS IN BREAKDANCE IN INDONESIAN LANGUAGE

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Abstract: Indonesian people appreciation for breakdancing, is quite large, many of them are interested to learn the moves breakdancing when they watch TV, social media, and Youtube. The learning method of breakdancing movements mostly self-taught through video tutorials on Youtube and using the foreign language so it make some of the breakdancer feels difficulty to learn independently. However, to learn this dance is not easy, there must be special supervision or guidance of learning a right breakdance movement to avoid the risk such injuries, a media is needed to guide or learn the basic movements of breakdance. The methods that used are interview, observation, questionnaire, and literature study. Video is the right media to provide a guide because it can provide a guide quickly and effective. The result of this research is video guides in Indonesian language that contain a complete learning content movement, stretching guide to avoid the injury and some tips to learning the movement. This video will be uploaded on Youtube.

Keywords: *Breakdancing, Video, Media, Guidance*

1. INTRODUCTION

Breaking or better known as breakdancing has very much appreciated from Indonesian people. Because of their interest in breakdancing, they learn the movements by watching the electronic media such as TV, social media, and Youtube. This is reinforced by the results of the questionnaire author with 200 respondents which 71.5% (143 respondents) of them are interested in learn breaking or breakdance movements and most of the respondents were interested (47% or 67 respondents) learn self-taught. The self-taught learning method is an effective method of learning a skill (Agung, 2015), but according to Andy P. Ramadhany as breakdancer video's experts in Indonesia, not all video guide of breaking have guidance material or content that is complete and correct.

According to 30 breakdancer in Bandung who were interviewed by author, they were learning breakdance movements through video tutorials on Youtube and its using foreign language that make it some of the breakdancer feels difficult to learn independently. The difficulties that appear become the reason for writer to design a guide of breakdance moves in Indonesian language so that the target audience can be easier in learning guidance materials.

Since to learn this dance is not easy, there must be special guidance of learning a right breakdance movement to avoid the risk such injuries. Breakdance has the index injury of 49%/100 hours in practice time (Ingram, 2011). The risk of injury can be avoided if the b-boy or breakdancer understand the correct way to practice as a good stretch and use protective equipment such as spincaps and padding (Ingram, 2011).

Therefore, writer will design a video as a guide of the basic movements in breakdance in Indonesian language to facilitate the public in learning the dance with appropriate education. This video contains a set of basic breakdance movements guidelines as well as injury prevention

guidelines in practice. This video will be upload at a Youtube's channel that contains of breakdance movements guidelines in Indonesian language. The formulation of the problem in this design is "How to design a video guide of the basic movements in breakdance or breaking in Indonesian language with appropriate education so avoid the risk such an injury?".

2. THEORETICAL BACKGROUND

Communication is a social process in which individuals use symbols to create and interpret meaning in their environment and its can occur with the help of technology such as Internet (West & Turner, 2008). Various media can be used to communicated, one of the media is audio-visual communication media such as television, video, and film (Barata, 2003).

Video is a technology where the electronic signals processing that representing moving images (Binanto, 2010). In designing a video, mastery of videography and cinematography is required so the message can reach its intended results. The videography and cinematography is a study of the techniques in making pictures and sound to the mass media (Semedhi, 2011). Based on the purpose of making, video is divided into 5 types such as stories video, news video, learning / guides video, documentaries video, and presentations video.

Video design purposes is generally to provide information, learning, persuade, and entertain. According to Didiek Hari Nugroho (Nugroho, 2015), Video is one of the visual-based learning strategy that is effective to improve the understanding of learning and interest in learning. A video can display images and voice simultaneously with a high degree of clarity so that the learning process can take place effectively.

Cinematography is the study of writing using moving images in a row that the manufacturing regard depictions complexion. Cinematography is also a main tool for communicating. According to Joseph V. Mascelli A.S.C (Nugroho, 2014), There are five main principles in the shot called the principle of the five C that is *Camera Angle*, *Composition*, *Cutting*, *CloseUp*, and *Continuity*. There are 4 stages in the implementation of the production of a video such as preproduction planning, set up and rehearsal, production, and post production (Nugroho, 2014).

Storyline is the whole story of texts that are interconnected so that it becomes a complete story (Gumelar & Kuntarto, 2011). In multimedia, the storyline is a story that consists of text and narration in complete specification. Implementation of dialog and narrative sequence on the making of the storyline should be considered in detail. Storyline required in pre-production stage of a video to be used as storyboard's reference. One of the important stages in pre-production stage of a video is the storyboard creation. Storyboard is a collection of vignettes depicting a story line provides an explanation of motion, sound, camera angles and its guidance (Suyanto, 2003). Storyboard useful to simplify the process of production and post-production process.

3. THE RESEARCH METHOD

The methods of data collecting in the process of basic movements in breakdance video guidelines designing in bahasa Indonesia done by several methods as follows:

- a) Observation: Direct observations in the field. To know the community's response about breaking dance, as well as observing the activities of B-boy in Indonesia.
- b) Questionnaire: In designing this thesis, author will prepare and distribute questionnaires to several targeted communities to determine the responses on their interest in breaking dance.
- c) Interview: In designing this thesis, author will conduct interviews with association's leader BboyIndo and some other B-boy Indonesia to find out the development of breaking dance or breakdance in Indonesia.

- d) **Study of Literature:** Author will conduct a study of literature, press or internet to examine the elements, brief history, basic movements, and practice guidelines which are related with breaking dance.

4. DATA AND ANALYSIS

4.1 Project's Provider Data

Institutions act as basic movements in breakdance video guidelines designing in bahasa Indonesia is B-boy Indo Association. The profile of B-boy Indo Association described as follows:

- a) Institution's Name : BboyIndo
- b) Vision : To build the presence of Hip Hop culture in Indonesia, especially breaking dance.
- c) Missions : - Introduce and spread break dance to all over Indonesia
- Provide positive activities for youth in Indonesia through breaking dance competition, workshops, and events related to breaking dance.
- Be the centre of breaking dance community for all over Indonesia.
- d) Established : 2003
- e) Inventor : Hamdi Fabas
- f) Head : Febian "Kreate" Sumaputra Hidranto
- g) Membership : In 2016, 80crew in total (967 members)

4.2 Product Data

The product that will be designed by author is 4 videos, which in every video contains basic movement of breakdance video guidelines. Breaking dance generally consists of 4 movement categories, which are toprock, footwork or downrock, powermove, and freeze. Designed video also contains warm up guidelines before practicing those movements as well as following the urban theme or hiphop that related with breaking dance itself.

4.3 Target Community Data

The following data is the target community of basic movements in breaking dance video guidelines in bahasa Indonesia that will be designed by author:

- A. Demographic
 - a) Age : 15 - 25 years old
 - b) Community Group : Student, college student and public
 - c) Economical Class : Upper middle
 - d) Gender : Male and female
- B. Geographic : Indonesians live in the big cities in Indonesia
- C. Psycho-graphic
 - a) People that interested in braking dance
 - b) People that interested in sports
- D. Behavior : People that like to stream on Youtube videos.

5. RESULT AND DISCUSSION

From the interview conducted with Hamdi Fabas, Richard Colon, and Andy P. Ramadhany can be concluded that breakdance in Indonesia currently more advanced and the number is increasing. Rapid technological developments make online media like Youtube is the most demanding in practicing breakdance's movements by b-boy and people that interested in learning breakdance.

In designing basic movements in breakdance video guidelines in bahasa Indonesia, should be showing warming up guide before practicing inside its contents. Effective duration is 3-5 minutes

so that the delivery of the video will be well delivered to the audience before they feel tired and bored. In the process of designing, cinematography element should be considered properly so that the video result looks more attractive. The use of bahasa Indonesia in the video can make the audience easier especially the audience that doesn't understand English in practicing the movements.

5.1.1 Questionnaire Result Analysis

From the questionnaire result obtained, it can be deduced that the majority of teen are familiar with breakdance. Electronic media such as television and social media is the most influential medium in introducing breakdance to the community, especially the youth. Most of the teenagers that interested in breakdance choose the method of self-thought in learning the moves. On the other hand, most of the teenagers aren't interested in learning the breakdance because they feel afraid as the moves are too risky. Thus the author felt the need for a guide for teens who are interested in learning the moves through electronic media and give proper education as to avoid the risk of injury.

5.1.2 Comparison Matrix Analysis

The author conducted analysis on 3 similar breakdance moves guide video using a matrix or table. The videos chosen as comparison derived on 3 channels on Youtube, which are Falcrow Production, Pigmie, and Milestone 5150. The reason of selecting those channels as data is because those channels are favorite channel for practicing breakdance move media for those who are interested, based on the number of subscriber of each channel, the number of viewers of each video, the number of likes and unlikes, and the comments given in each video. This analysis used to obtain the good and effective data criteria of designing the breakdance movement guidelines video. Variable that used is 5C cinematography concept, which are Camera angle Continuity, Close-Up, Composition, Cutting, and Sound, duration, and Content.

The result of this comparison analysis will be use by author as standard in producing breakdance movement guideline video in Bahasa Indonesia. Every best variable will be chose and implemented on upcoming designing video by author. The aim is to produce a good and effective breakdance movement guideline video so it can used as proper education.

From the conducted comparison matrix analysis, can be concluded that two among the three comparative videos (pigmie and milestone 5150) didn't implement proper camera angle, where few parts of the movement can be better visualized if the placement of the camera angle as good as Falcrow. Falcrow Production used CloseUp (CU) which function is to featured detail, used to a movement that need more detail like wrist movement in warming up. Milestone 5150 used composition principle well. The using of Rule of the Third and several elements in the picture well set up so it can produce a harmony movement. Continuity can maintain audience to keep watching from the beginning until finish. A good guideline video plot begin with intro, warming up, moves display, detailed phase to phase of the movement, common mistake explanation, tips or suggestion, and closing. Cutting is also has to be neatly done so it can build a continuity in the learning path. The average duration of the three videos are 4 minutes.

5.2 Concept and Design Results

5.2.1 Message Concept

Message concept is a concept to convey messages and information to the target. The concept of designing video messages in this guide are:

- a) Convey the message to the target audience that learn the basic movements in break dance can be done easily and effectively through a complete guide to the content as well as preventing injury through proper warm-up guide.
- b) Convey the message to the target audience that the video guide to breaking movement in Stickyway Youtube channel has a better visual than other guide video.

5.2.2 Creative Concept

In a message that was formulated in the draft of a message, it takes a creative approach to allow messages to be conveyed properly to the target is as follows:

- a) In this guide, a special video effect or video effect clone where in the background there are two people (or more) instructor in the clone so that the guidance given more modern and attractive. The use of video FX clone has not been found in other breaking video guide movement in general.
- b) Background video capture or video capture location, costumes instructor, typography and visual elements that are used to follow the theme of urban or hip-hop dance associated with breaking their own.
- c) Video guide to the basic movements using Indonesian breakdance and a video guide to breaking dance moves first to use Indonesian.

5.2.3 Media Concept

The concept of media is a channel used by the author to distribute the video design of this guide. Here are the medium that used:

a) Main Media

Media that used as the primary medium in this design process was video. As for the distribution of media design results is a Youtube video of this guide. Youtube is one website video service providers open space that can be accessed by the entire community for free. The author will make a special channel for video guide about basic break dance movements in Indonesian language on Youtube. The channel will be named "Stickyway". Stickyway is a slang term or in hiphop, which means the track itself. That is, Stickyway is a channel on Youtube are on video breaking guide to dance with different visual content of video guides breaking dance in general, thus creating its own market lines. This Stickyway will have a variety of video content in the breakdance movements guide and videos that contain breakdance elements therein. Logo Stickyway designed to incorporate a combination of the letters "S" and "W" (initials Stickyway) and form a b-boy who was doing the breakdance. Hopefully, through Youtube, a video guide to the basic breakdance movements that make in Indonesian language can be easily accessed by the target audience.



Figure 1 Stickyway Logo
Source: Personal Documentation 2016

b) Supporting Media

Media that are used by the authors as supporting medias are as follows:

- a. Display Ads: Display Ads is one of the YoutubeAds format of 300x250 pixels, is used as the supporting medium of the main media and is expected to provide basic information guide video break dance movements which made in Indonesian language to the target audience and the users of Youtube.
- b. Social media: Social media that are used: instagram, twitter, facebook, and the official line. The media are expected to support the provision of information to the target audience that is fond of media social.
- c. Poster: Poster is an appropriate support media that is used to provide offline information. The later poster with A3 size will be used at events such as breaking dance such as: b-boy battle and b-boy workshops.

5.2.4 Visual Concept

Visual concepts used by the author in designing video guide for basic breakdance movements in Indonesian language is as follows:

a) Typography

In designing this manual video, typography is used to mark or label the object and certain information contained in the video, such as the name of breaking dance moves, the name of the instructor, advice, title, and so on. Font used as the main-title and lower-third are "a-dripping-marker" because it fits with the character of Urban and hiphop appropriate to their target audience. The character fonts urban and hiphop (Graffiti) suitable for use as a headline or title with a few words.



Figure 2 Font “a-dripping-marker” (left), BebasNeue Font (right)
Source : www.ffonts.net and www.dafont.com

The next type of font used is Sans Serif modern character so easy to read and use the additional information text. The font is Bebasneue. This font is suitable for use as an explanatory text information on the video guide.

b) Colour Grading and Color Visual Elements

The colors on the video plays an important role in the creation of the impression of the video itself. Colour grading is also used by the authors to avoid the impression of color flat or flat. The author uses the software Adobe RGB scale PremierePro highlight CC to color balance and contrast of the video that will be designed to form a fresh color characters (fresh) with the impression of youthful and vibrant.



Figure 3 Colour Grading on the result of design
Source: Personal Documentation 2016

5.3 Final Design



Figure 4 Breakdance Basic Tutorial : Part1-Toprock Category-Cross-Step
Source : Personal Documentation 2016

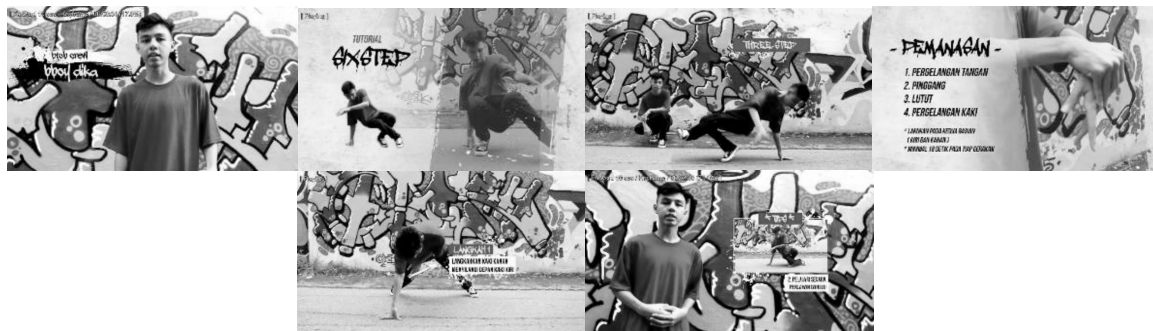


Figure 5 Breakdance Basic Tutorial : Part 2-Footwork Category-Six-Step
Source: Personal Documentation 2016



Figure 6 Breakdance Basic Tutorial: Part 3 | Freeze Category | Babyfreeze
Source: Personal Documentation 2016



Figure 7 Breakdance Basic Tutorial: Part 4 | Powermove Category | Windmill
Source: Personal Documentation 2016

In this section, the author can outline the finding by discussing the relationship between the finding of research conducted and the results of previous research, the implications of the research results (impact of science) and show the limitations of the study, and suggestions for future research.

6. CONCLUSION

From the data that has been obtained, the results of analysis, and the results of design that has been done in previous chapters, the writer can get the following conclusions:

- Videos contain a complete learning content movement, stretching guide for the target audience to avoid the injury, some tips that needed in learning the movement and this video is the first tutorial breakdance's video in Indonesia using Indonesia language in the content.
- Videos are designed using clone video effect where in the background, there are two people (or more) instructors in clone effect so that the guidance become more modern and attractive.
- The background that used in the video, instructor's costume, typography and the visual elements that are used are designed in urban or hip-hop theme that associated with breaking or breakdance in 2016.

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