

ABSTRACT

Vertical Video Advertising Design MENANTEA

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Along with the rapid development of technology, the use of new media for advertising needs is very profitable because it has a very large and enthusiastic new audience. The new media that exist today are old media that have been used but are used in different ways and perspectives. Vertical Video is a format that is normally used in the world of photography, now starting to enter the realm of videography, due to the use of technology that is increasingly changing towards mobile or mobile phones. The word world is in our hands seems to be justified for this age. 97% of mobile phone users use their mobile phones vertically, view and watch content vertically and share vertically. The vertical video format starts with the Horizontal video format which is considered inefficient for mobile phone users, starting with Instagram which gives the sensation of photos and videos that bring the past format to the present, namely the Square format. Along with the development of technology, the demand and need for vertical video which has become a habit for people to take videos spontaneously by holding their cell phones vertically, new social media media applications have emerged that serve vertical video formats. Ad design using the Vertical Video format is a new step for researching the Vertical Video Format itself. The design still uses the theory and visual concepts of animation and film. The design methodology used is a qualitative research, starting from a systematic design which is equipped with data searches by literature studies, interviews, documentation, and observations. The data obtained is then processed and analyzed systematically using an analysis of advantages, disadvantages, opportunities and threats. The results of the analysis will be applied in the design of commercial advertisements.

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