

THE USE OF ASMR IN VIDEO MUSIC DIRECTING WITH STORYTELLING APPROACH

Reza Alif Darmawangsa, [Anggar Erdhina Adi, S.Sn, M.Ds.]
Program Studi S1 Desain Komunikasi Visual, Multimedia
kaka.echa@gmail.com, [anggarerdhina@gmail.com]

Abstract

ASMR or *Autonomous Sensory Meridian Response* is a worldwide phenomenon that currently going on the internet especially YouTube, a video streaming website. For a couple past year the popularity of ASMR is increasing drastically on the internet and showing no sign of decreasing. ASMR is believed to be capable of delivering some positive feelings such as small tingling, relax, and calm. This made the creators of Youtube competing to make ASMR-related content for the sake of getting those exposure, views and revenue. As the time goes by, YouTube always need new ideas and fresh content. This writing is made to give some understanding that ASMR is actually can be used in various categories on YouTube, and one of them is through anti-mainstream music video with storytelling approach.

Keyword: *ASMR, Music Video, Storytelling, anti-mainstream*
