

ABSTRACT

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Production of Minedot La Bohème Perfume in Advertising Video Using Cinematography Approach

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The commercial advertising video production process isn't different with film production in general. Cinematography is a method that utilized in the production of this work, starting from an idea to its visual form. The title of this final assignment work is "Production of La Bohème Perfume Minedot Brand in Commercial Advertising Video Using Cinematography Approach" with the purpose to answering the question about the importance of using cinematography in the production process of commercial advertisements video. By using Univisium aspect ratio which makes it different from other ad video. Technically and conceptually, the tools of cinematography are not lost in turning ideas into final form visual. The commercial ad video chosen for this final assignment is local perfume product from Minedot brand, La Bohème. The visuals shown through this video were result from representation of the La Bohème perfume description found on official website on the internet. There are three stages that used to producing this commercial ads video is pre-production, production, and post-production. For further works, author suggest the use of animation and motion graphics to enrich the video quality.

Keywords: *Video Advertising, Perfume, Cinematography, Cinematography Technique*