

Elemen multimedia konten learning by googling channel YouTube Sepulang Sekolah = Multimedia elements of learning by googling content by Sepulang Sekolah YouTube channel

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20519769&lokasi=lokal>

Abstrak

YouTube merupakan salah satu situs web akses terbuka yang saat ini banyak digunakan oleh masyarakat untuk berbagi informasi. Di antaranya dilakukan oleh Koi melalui kanal YouTube Sepulang Sekolah. Khususnya segmen Learning By Googling. Segmen ini menyajikan informasi mengenai politik, sejarah, kesehatan, budaya, geografi, film, kepercayaan, mitologi, pendidikan, supernatural dan lainnya. Segmen ini banyak diminati oleh masyarakat, ditunjukkan dengan data satu video dapat ditonton sebanyak lebih dari 1 juta kali dan komentar lebih dari 2 ribu komentar. Banyaknya jumlah putar dan komentar yang diberikan dapat diasumsikan bahwa segmen Learning By Googling memuat konten yang menarik minat dan bermanfaat bagi banyak pengguna atau memiliki tampilan audiovisual yang menarik. Hal tersebut menarik untuk diteliti. Penelitian dilakukan dengan pendekatan kualitatif deskriptif dengan mengamati tampilan dan segmen Learning By Googling dengan perspektif elemen multimedia yang meliputi teks, grafis, audio, animasi, dan video. Metode dilakukan dengan pengamatan secara langsung oleh peneliti dan membandingkan dengan pendapat audien. Hasil penelitian mengungkapkan bahwa dari tinjauan teks segmen Learning By Googling typeface sans serif digunakan di seluruh video termasuk pada thumbnail. Dari sisi grafis bitmap menjadi penggunaan utama di seluruh video sedangkan vektor hanya digunakan di beberapa video. Pada elemen audio menggunakan dua jenis sound effect dan background music pada seluruh video. Audio pada akhir video menggunakan lagu berjudul Lagu Majas oleh Alys. Animasi segmen Learning By Googling banyak terdapat pada latar pergantian sub judul seperti menggunakan kolase grafis dan efek zoom in. Video merupakan elemen utama segmen Learning By Googling. Seluruh video memiliki resolusi mencapai 1080p sehingga video segmen Learning By Googling memiliki ketajaman yang tinggi.

.....YouTube is an open access website that is currently widely used by the public to share information. Among them is done by Koi through the Sepulang Sekolah YouTube channel. Especially the Learning By Googling segment. This segment provides information on politics, history, health, culture, geography, films, beliefs, mythology, education, and the supernatural. This segment is in great demand by the public, as indicated by data that one video can be watched more than 1 million times and comments of more than 2 thousand comments. The large number of plays and comments given can be assumed that the Learning By Googling segment contains content that is interesting and useful for many users or has an interesting audiovisual appearance. This is interesting to research. The research was conducted with a descriptive qualitative approach by observing the appearance and segments of Learning By Googling with the perspective of multimedia elements which include text, graphics, audio, animation, and video. The method is carried out by direct observation by researchers and comparing with the opinions of the audience. The results of the study reveal that from a review of the text of the Learning By Googling segment, the sans serif typeface is used throughout the video, including the thumbnails. From a graphic standpoint, bitmaps are the main use in all videos while vectors are only used in some videos. The audio element uses two types of sound effects and background music throughout the video. The audio at the end of the video uses a song

called Lagu Majas by Alys. There are many animations of the Learning By Googling segment on the background of changing subtitles, such as using graphic collages and zoom in effects. Video is the main element of the Learning By Googling segment. All videos have a resolution of up to 1080p so the Learning By Googling video segment has high sharpness.