ABSTRAK

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Judul Laporan Skripsi : Analisa Teknik Editing (Thompson dan Bowen) Video Content Creator Bobocu Tiktok Periode Februari – Juni 2023
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Perkembangan media sosial di masa yang modern ini sangat lah berkembang dengan sangat pesat. Media sosial yang sangat berkembang dibanding media sosial lainnya yaitu, TikTok. Dalam aplikasi Video Music ini (TikTok) juga dilengkapi beberapa fitur seperti penambahan music, filter pada video, filter sticker dan efek-efek video. Tujuan dari penelitian ini adalah untuk mengetahui Teknik Editing apa yang digunakan oleh Yogi Hadi Wibowo (BoBocu) dalam membuat konten-konten transisinya di *TikTok periode Februari – Juni 2023*, seperti *Transisi, Sound Effects (Musik), Dan Visual Effects*. Penelitian ini menggunakan Paradigma Post-Positivisme. Metode penelitian kualitatif deskrptif. Penelitian ini akan menggunakan 2 jenis informan yaitu informan utama (key informan) dan informan pendukung. Informan pertama (key informan) yaitu berasal dari pemilik content atau pemilik akun, sedangkan informan pendukung yaitu seorang Editor dan subjek penelitian dalam penelitian ini diambil dengan menggunakan Teknik Purposive Sampling. Hasil penelitian penelitian ini menunjukan bahwa Teknik Editing yang digunakan dalam Video Content Creator Bobocu di Tiktok, yaitu Transisi (cut to cut dan cloning effect), Sound (music), Mixing Audio, Effect Visual (green screen dan slow motion), Timing, Render dan Output.

Kata Kunci: TikTok, Konten Kreator, Editing. Teknik Editing

ABSTRACT

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The development of social media in this modern era is growing very rapidly. Social media that is very developed compared to other social media, namely, TikTok. This Video Music application (TikTok) is also equipped with several features such as adding music, filters to videos, filter stickers and video effects. The purpose of this research is to find out what editing techniques are used by Yogi Hadi Wibowo (BoBocu) in creating his transition content on TikTok for the period February – June 2023, such as transitions, sound effects (music), and visual effects. This research uses the Post-Positivism Paradigm. Descriptive qualitative research method. This research will use 2 types of informants, namely key informants and supporting informants. The first informant (key informant) comes from the content owner or account owner, while the supporting informant is an editor and the research subjects in this study were taken using the purposive sampling technique. The results of this research show that the editing techniques used in Video Content Creator Bobocu on Tiktok are transitions (cut to cut and cloning effects), sound (music), audio mixing, visual effects (green screen and slow motion), timing, rendering. and Outputs.

Keyword: TikTok, Content Creator, Editing, Editing Techniques