



## Visual Audio Communication Design on The Role of Information Technology on Student Life Style of Universitas Raharja

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### Abstract

*The development of information technology is increasingly rapidly from past to now creating a condition in which people want to get at the information source they want easily, quickly and accurately. In college, technology is indispensable to meet the needs of students in the learning process and look for the information needed to meet the needs of learning. The utilization of current technology can create a good condition and also not good that can affect one's personality. The utilization of current technology can create a good condition and also not good that can affect one's personality. The design of audio visual communication leads to the college environment as a media monitoring technology role that students use to create a good lifestyle in the college environment in the learning process. The design of audio visual communication leads to a college environment as a media monitoring technology role that students use to create a good lifestyle in a college environment in the learning process, So that it can create a high-quality and interactive community college in the use of technology as a learning medium. The purpose of this research is as a form of understanding the role of technology as a medium that helps the learning process in college students, whether the technology that has been used so far is enough to help students in learning and Whether it is well directed or not by the presence of a system of learning that uses technology in higher education.*

*Keywords: Media, Video information, Visual Information.*

## I. INTRODUCTION

In the current Era of the 4.0 industrial Revolution, the existence of technology is needed by every individual who is required to be able to learn and develop his knowledge in using technology, especially in the scope of college. In the world of education, technology plays an important role in supporting the quality of teaching learning. In addition to easing learning, technology provides a broad insight into what information students want to acquire. With the various benefits that can be obtained, technology will create a bad impact if the technology user is not monitored properly. Technology is known not only by adults only, many children and also students who already know the technology like what and how to use it. It is certainly a must-be aware of the negative things that may be attacking and forming bad characters due to dependence on technology.

The bad things in the use of this growing technology should be avoided, by monitoring, giving direction, or giving strict rules to use the technology effectively and usefully. Like the use of technology in education, for example, learning Media based audio and visual communication can also help the use of technology that is very effective in education in the learning process. With the form of audio visual communication presented in the teaching process, can make the interest of learning increasingly increasing and students will feel a different learning atmosphere that will make them feel not bored. To further maximize the learning process that uses technology, teachers as lecturers of universities must participate actively in supporting the effectiveness of learning use such as making materials based on audio communication Visual (VIDEO). So it can avoid students who do not pay attention, chat and feel bored. By participating in teachers ' participation in an active teaching process, it can create a conducive learning environment, effective and gaining new knowledge in the delivery of learning materials through audio-visual communication media.

## II. RESEARCH METHODS

In completing the design in writing this journal, then carried out a study so that it can obtain and achieve an end result in accordance with the expected desires. The methodology used in the study are:



Figure 1. Research Methods.

### Method of Collecting Data

### 1. Observatiion Research

Researchers conducted an observation or observation method on the use of technology in Universitas Raharja students in the learning process for Kokoro data needed in the research underway.

### 2. Interview Research

Researchers conduct a series of FAQ process to students who do activities in the environment of the University of Raharja implementing a technology-based learning process to better know the role of technology in student lifestyles, conditions and Problems when using technology, precisely in terms of needs, requirements and systems used by university students Raharja who use technological-based learning whether it can be overcome or not.

### 3. Library Research

In this method it is used to collect information by analyzing and studying existing journals in accordance with the research conducted by the authors to find and obtain various sources of study. Data collection Also, the authors do by conducting a search of the internet site to collect data that can support a study related to this research.

## **Analysis Method**

In this method the writer analyzes and observes the activities of students who use technology in the scope of the Raharja University and makes several points of consideration such as how technology works whether it is appropriate for a Raharja College that runs a technology-based learning system if it is effective or there is still a lack and observe the use of technology during the learning process whether used properly or not and the author has the desire to provide an overview through audio-visual communication media about the role and use of technology used by students as a student's lifestyle at the College of Raharja based learning systems using technology.

## **Design Method**

The data and information obtained will be analyzed again in order to obtain data that is truly accurate and important to be used as the contents of the design of video media and will be processed using several software supporting audio visual communication media, such as: Adobe Premiere Pro CS 6, Adobe After Effects Pro CS6, and Adobe Audition Pro CS 6.

## **III. RESULT AND DISCUSSION**

### **Problem Analysis**

Based on the analysis done, there are several problems encountered among them: 1. During the learning process in the classroom, some students are still using technology for purposes that are

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not related to courses. Like playing games and social media. This will make the knowledge given by the lecturer not be understood by the students and will lead to a decrease in the value of not serious learning.

2. Learning materials conducted by the University of Raharja some still use the media slide presentation or PowerPoint, this is what makes students tend to become bored and do not notice that the use of technology as a medium Studies at Raharja University is poorly utilized.

3. There is still some disruption of local network access and Internet networks that are used in the learning process that make students' learning activities often disturbed. Such as local network access to connect iPad to the projector media.

4. Students are more in the use of technology such as smartphones that are more used to play games or simply open social media such as Facebook, Instagram, Line, Twitter and others so as to make the students not focus with Responsibilities that should be undertaken.

5. Not all students have basic knowledge in the field of information technology, therefore it is necessary to be given instructions on the use of good technology positively and effectively so that the facilities of information technology owned can be a place to Add insight into science and support success in lectures to get higher scores.

### **Troubleshooter**

Seeing the problems that occur, then to overcome these problems an alternative solution is needed:

1. Audio and visual communication-based materials can make learning students a little different. With the giving of interesting effects, visual audio delivered and supporting drawings on the lecture materials will certainly make the learning atmosphere more colorful and enable students to pay attention to the material well supported by Lecture explanations on certain courses. The boring material will make the student seek a breakout like playing a smartphone or undoing yourself by opening a laptop. This will certainly create less effective learning and make students not serious in learning.

2. To further maximize the learning process that uses technology, teachers as lecturers of universities must participate actively in supporting the effectiveness of learning use such as making material based on Audio-visual communication (Video). So it can avoid students who do not pay attention, chat and feel bored. By participating in teachers' participation in an active teaching process, it can create a conducive learning environment, effective and gaining new knowledge in the delivery of learning materials through audio-visual communication media.

3. To make a course based on a well-running technology, Raharja University, lecturers and students must cooperate in addressing technological problems at existing colleges. Such an example of a network interference problem (Wi-Fi) that is instrumental in the technology based Learning (iLearning) method at Raharja University. All parties must be able to cooperate in overcoming distractions that can interfere with the learning process.

4. Lecturers as advisers in the courses taught must make regulations when they are in class to prohibit their students from using technology while explaining when they are not given permission, such as searching for discussion materials or Definitions of the material being taught. This is done to create a learning atmosphere that is conducive, comfortable and enjoyable without being bothered by the use of technology that is not used without the permission of the lecturer. When the lecturer explained the material, the right of the student was to acquire a science, a useful material, and information about what the lecturer explained. So students get feedback, what students have paid to enter Raharja University and what will be obtained by the students that is in the form of lecturing material.

5. In the teaching and learning process, lecturers have to give practice several times about the materials taught through facilities that have been provided by the University of Raharja and

those owned by students. With the learning methods that bring practice, can make students more active in the materials taught and make the student understanding will increase about the role of technology in the learning process as a support to train skills and Learning outcomes in class.

### Basic Media Concepts

The Media production concept is a stage in designing a media Audio visual communication on this research. Media production concept used is as follows.

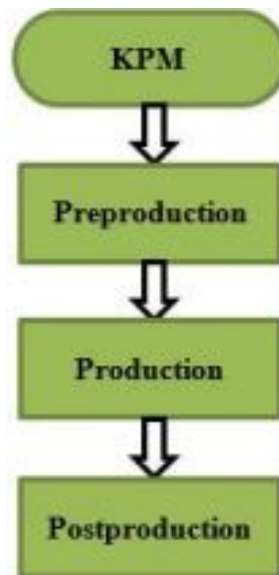


Figure 2. Media Production Concept Chart.

#### 1. Preproduction

For Preproduction is the stage where the start of ideas, planning and preparation of Media production concept. There are four Preproduction steps in the Media production concept, starting from ideas that are systematically poured, then followed by questions for interviews, documentation permissions and tool settings. For more details see the following chart:

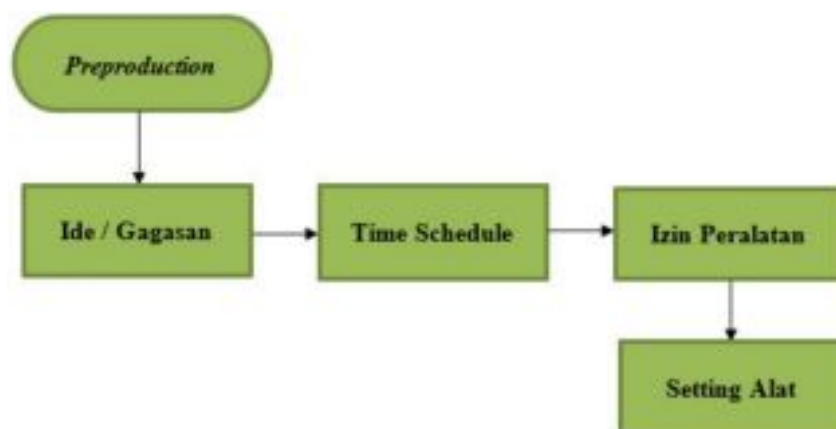


Figure 3. Pre Production Chart

a. Idea

At this stage is the start of a running project. The medium of information that we often enjoy is the realization of ideas and ideas that have been poured into the media. Ideas can start from the purpose of information media to be created. From this purpose, lead the design idea.

b. Questions

At this stage is the process of making questions that will be asked to university students Raharja as a complement to this research.

c. Documentation Permissions

At this stage researchers ask for permission when you want to take pictures and perform the recording process for purposes of collecting data to complement this research.

d. Tool Setting

At this stage the needs of tools should be prepared as supporting media in the manufacture of audio visual communication design. Like the camera for shooting, a tripod for the camera and laptop standing place is used for the editing process.

## 2. Production

Production is the process of execution of manufacturing (shooting) which refers to the preparation resulting from the Preproduction process.

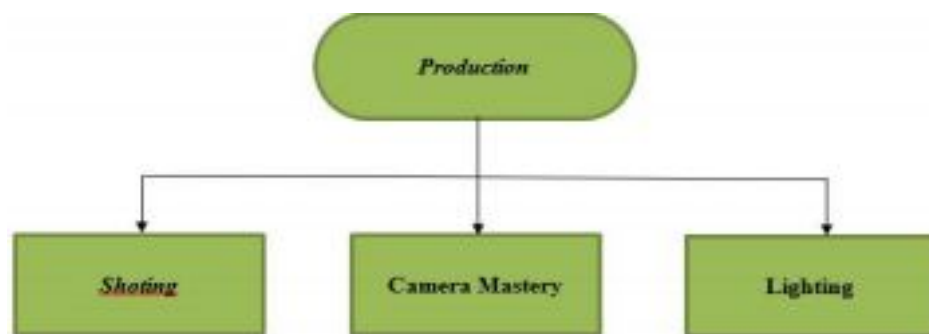


Figure 4. Production Chart.

a. Shooting

Shooting is a shooting process for making a video or movie. Filming of this study was in the scope of Raharja University.

b. Camera Mastery

Camera Mastery is the correct rule of choosing a wide area of both the width and narrow frames and the limitation of cutting of the subject by the frame according to the type of shooting technique used in camera mastery, there are five ways, namely Bird Eye View, High Angle, Low Angle, Eye Level and Frog Eye.

c. Lighting

In a shooting process it is necessary to have adequate lighting. Whether it is obtained from natural sources (sunlight) in exterior/outdoor shooting, or through the help of light rays on the interior shooting/in the room.

## 3. Postproduction

Postproduction is the process of finishing the finish of a series of production (Shooting) which includes editing images, adding title, graphics, animation & special effects, music, sound effects

& audio dubbing.

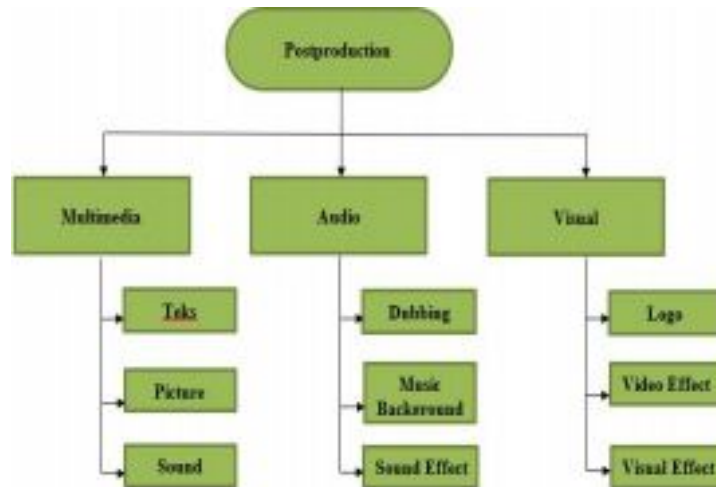


Figure 5. Postproduction Chart.

a. Multimedia

Multimedia is the use of computers to present and combine text, voice, images, animations, Audio and Video with tools.

b. Audio

Audio is an element that must exist on each display Video because if there is no Audio later Video displayed feels less appealing to the audience, then Audio has an important factor in determining the interest or absence of information media Generated.

c. Visual

Visual is a series of processes of delivering information or messages to other parties with the use of imaging media that is read only by the sense of sight. Visual communication combines art, symbols, typography, drawings, graphic design, illustrations, and colors in its delivery.

## Design Support Application

### 1. Adobe Premiere CS6 PRO

According to Alan Stevenres Bentel, dkk in E-Journal informatics engineering titled "Animated 3-dimensional Cyber Crime Prevention (case study: Manado city) (2016), Adobe Premiere is one of the popular software and is widely used in video editing. There's the same interface as Adobe Photoshop. Adobe Premiere and Adobe After Effect are to provide ease of use, images can be created with Adobe Photoshop and special effects can also be prepared from Adobe After Effect. Adobe Premiere is a program that has been commonly used by production houses, television and practitioners in their field. The advantage of learning to edit video using Adobe Premiere's main functions is to set up images, video, and audio, not for animations, to make the multimedia appearance more appealing.



Figure 6. Adobe Premiere CS6 Display

## 2. Adobe After Effect CS6

According to Supriyadi in the Journal of Communication (2019), entitled "Utilization of plugins After Effect for Film production". Adobe After Effect is a very professional software for the needs of Motion Graphic Design. With the combination of various software designs that already exist, After Effect becomes one of the reliable software. The standard effect is more than 50 different, which is very able to change and animate objects. In addition, creating animations or effects with Adobe After Effect can also be done by simply interpreting some script code commonly called Expression to create a more dynamic movement.



Figure7. Adobe After Effect CS6 Display.

## 3. Adobe Audition CS6

According to Rina Adrianti, Dkk in E-Proceeding of Applied Science titled "Media learning how to easily learn prayer-based Augmented Reality for third grade students elementary School (SD AR-RAFI case study) (2016). Adobe Audition is a multimedia application for the processing of audio files. Adobe Audition is an easy-to-use multitrack digital audio recording, editor and mixer that has a wide range of facilities, audio processing.



**Figure 8.** Adobe Audition CS6 Display

Adobe Audition provides audio recorder facility up to 128 tracks with only one sound card. Audio editing can be done in the form of a .wav and its output files can be converted in the form of audio formats, such as .Wma, .mp3, .mp3PRO, etc. Adobe Audition provides different views for editing audio files. If you want to edit the audio individually, use Waveform Editor. Multitrack Editor is used to process multiple audio files and integrate with video files. Waveform Editor and Multitrack Editor use different editing methods and each one has unique advantages.

#### **IV. CONCLUSION**

With the design of audio visual communication, Raharja University can find out the role of technology in learning used by students. The technologies include students' technology or technology facilities available at Raharja University to support learning to produce better learning effectiveness and enhance the image of Raharja University as a user of technology as a learning medium.

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