

Company Profile Distro DEVGRU CLOTHING using Multimedia Method

Mustagfirin

Informatics Engineering department, Faculty of Engineering, Wahid Hasyim University
X/22 Menoreh Tengah Street, Sampangan, Semarang, Indonesia 50236
mustagfirin@unwahas.ac.id

Abstract: Now it needs the information or announcement ease in information technology in search of desired information as well as reduce error flags caused by human error . The developers of the internet now have started to grow very rapidly. Because almost all people around the world use the internet , that serves as aspects of a communication , information and facilities for the promotion of providers. Distro business “DEVGRU CLOTHING”Is a company move in production and sale of a garment (clothes , a jacket , pants , hat) asesoris and other .But in the selling process still use manual way and promotion and have not had a system information that supports. The use of information technology in the form of information systems can be used to improve their performance in terms of promotion or sale .So that could include the broader market.

Keywords: Design, Website Company Profile, Interactive Multimedia

1. Introduction

In this modern age, the sophisticated technology has been providing facilities in various activities. Among them is the internet network that easily and rapidly promotes a product or company in the primacy of, achievement and facilities in order to draw consumers. Now it needs information or announcement on information technology can provide facilities of looking into its desired as well as reduce error flags caused human error. Now the internet has started to expand very rapidly. It's almost everyone in the world, using the internet as a function of communication the provider of the information and facilities for a promotion(Tanenbaum, Andrew S. 1996).

With the information above , the author of make the system of information by using information technology or a computer, with the hope of giving freedom to the public to know more distant excellence in the company.

The store is the company business “Devgru Clothing” that moves in the production and sale of a garment (clothes, a jacket, pants, cap and other accessories. But in the process of sales and promotion are still using manual and not yet have a system of information that supports. The use of information technology system of information can be used to improve performance in terms of promotion or sale .So that could include a broad market.

Of the above , to increase the company performance and introducing information products to the community should be a broad information media can be accessed easily and quickly both online and offline namely the media company profile.

2. Literature Review

2.1 Multimedia

Multimedia have excess among others, to draw the senses and attract, because it is a combination of view, sound and movement. Produced an animated multimedia of this is where there are components in it as sound and movement so users interested to use it.

According to Rosch , 1996 multimedia is a combination of computer and video. According to McCormick , 1996 multimedia in general is a combination three are elements , which is sound , in images and text. According to Turban dkk, 2002 Multimedia is the combination of at least two

media input or the output of data , this media can be audio (voice and music) , animation , video , the text , charts and pictures. According to Robin dan Linda, 2001 Is a multimedia presentation that can create a dynamic or interactive, combining text, a graph, animation, audio, and video images. In multimedia, the other definitions which is to put it in context as by Hofstetter, 2001 Where is the use of multimedia and combining computer to make a link and tool that allows users to navigate, interact, create, and communicate. From the definition of above, then multimedia there no multimedia online and offline. Element in multimedia supporters among others (Hofstetter, Fred T. 2001):

1. Text

The text is a form of data multimedia most easily stored and controlled is text. The text is the most near us and most of the more we see. The text can form word, a letter or multimedia narrative in which presents our language. Text needs depends on the usefulness of multimedia applications. In general there are four types of text namely the text of print and text, the results of the scan electronic text and hypertext.

2. A Picture Or Graphic

The reason for using a picture in a presentation or publication of multimedia is because more interesting attention and can reduce boredom compared with the text. Of a figure can be summarizing and provides the data complex in a new way and more useful. It is often said that an image capable of presenting a thousand words. But this is true only when we used to represent a picture that needed when we need it. Multimedia help us do this , namely when a graphical image become the object of a link. Graphic often appear as backdrop (background) a text to illustrate a framework that sweeten the text. In general there are five kinds of a picture or a chart that is a picture of a vector (factor image), bitmap images (bitmap image), clip art, digitized picture and hyperpicture.

3. Sound or audio

In the department of multimedia, especially on the application and game very useful businesses. The department of multimedia of without the sound called unimedia only, multimedia not. The sound or sound can we add in the production of multimedia through sound, music and sound effects. As is the case on a chart, we can buy a collection of sound besides also create own. Some kind of object the sound of commonly used in the production of multimedia the waveform audio format, audio compact disk, midi sound track and an mp3.

4. Video

Video recording images is living or moving pictures which mutually sequence .There are two kinds of video namely video analog and digital video. Formed by a series of analog video signals from analog electrical waves (by a camera) that are recorded and transmitted into the airwaves. While digital video formed from an array of digital signals that is shaped that illustrate the value as a series of minimum or maximum, minimum value means 0 and a maximum score mean 1. There are three main components form of digital video frame rate is, frame size and type data. A frame at the time the picture of how it every second, meanwhile, the physical size of the bubble is the size of an image on a frame and determine how much the type that can arise when the same time.

5. Animation

Animation is the use of computers to create motion on the screen. There are nine kinds of animation cells that is animated, the frames of animation, animated sprite, the animation, animated spline, vector animation, animated character, and morphing computational animation.

2.2 Company Profile

Company profile is an explanation on the company includes their products in a verbal manner and a graph raised corporate value and product value as well as excellence than competitors company based on both value above.

Company profile is one of the media to represent a company (organization). Company profile contains a general picture of the company, under which a company can choose the points of whatever you want to be delivered openly to public spaces adapted to target public interest,

whether company profile made to consumers, bank, suppliers, or other agency. The purpose of the distinction there is no other to create public satisfaction. Satisfied if their personal met public. One of which is of interest to get information about the activity of the company.

In addition, company profile is an explanation on the company includes their products in a verbal manner and a graph raised corporate value and product value as well as excellence than competitors based on company value above second (Rangkuti, Freddy.2009).

2.3 A Method Of Designing

There are six stage in the development of multimedia is done (Luther, Arc C. 1994):

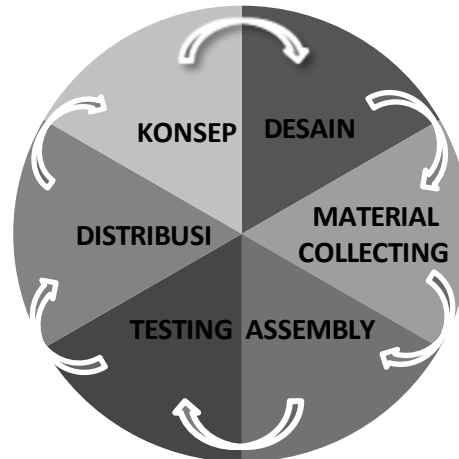


Figure 2.1 Multimedia that stage of development

1. Concept

This phase to determine the purpose of including, the identification of the audience, sorts of applications (presentation , interactive, and others), the purpose of the application of (information, entertainment, training, and others and the specifications common. The base of the rules to design also determined at this stage, seprti size application, the target, and others.

2. Design

The intent of the stage design design is to make the specifications in detail about the architecture projects, style, and material needs to project. Specifications made enough detail so that in the next stage of not required a new decision, but using what is already specified in stage design. Nevertheless often occurs addition of material or part the application of plus, omitted, or modified at the beginning the project.

Authoring system beneficial during the preparatory phase of the parameters of the design and easily put into the system as assigned. Authoring form systems that often used in the development of multimedia is :

a. Storyboard

Storyboard scenario made to explain in more detail of second, as the seconds. Storyboard explain the materials given in the seconds and sound the graphics, the animation, and it is.

b. Navigation hierarchical structure model

Hierarchical model adapted from a design top down. The concept of navigation it began from a node that being the main courtyard or the yard early. From that page can be made several branches to page the level of 1. If necessary, every page of the level 1 can be developed into several branches again .It is like the structure in the organization.

Hierarchical model good for the application to find the page with easy. To illustrate the model, can be used with tree illustration.

c. Flowchart View

Flowchart, view called also a diagram display is diagram of alir that provides a description of a scene (a display) to other scene. In components flowchart, view can be seen that was found in a scene with the explanation necessary. Transition from a scene to other scene expressed with a line following an arrowhead mark. Flowchart, view much used in the development of interactive multimedia. Hotkey that could be in the text, image, or button used to connect with scene determined.

If many link between scene that is not sequential, flowchart view abstruse by parties who need it, because the number of scene that many with a link that collides need to get careful attention. (Luther, 1994).

3. Material Collecting

The collection of material (collecting material) can be done parallel to stage an assembly. At this stage a material such as clipart image collection was done, animation, audio, the following graph of making a picture, a photograph, audio, and others needed for the next stage. The documents in multimedia can be obtained from sources like library, material are with the other hand, or manufacture of special carried out by the outside.

4. Assembly

Making (stage assembly) is stages by which a whole object multimedia made. The manufacture of application based on storyboard, flowchart, view, the structure of navigation, or diagram object that derived from the design. For example to making the presentation , manufacture is carried by entering the data used for various the appearance of , as well as a screen with determine the sequence.

5. Testing

Testing stage) (testing done after finished the stage of manufacture and all data has been incorporated. First of all done testing in mudular to ascertain whether the results as with what is wanted. Some system has feature to inform if there is a fault in the program. Authoring system features such as requiring a good report on the value of the execution of variable at the time, or do trace on the program. For example the program will show when there is the data could not be found.

A thing not less important is the application must be able to run well in the neighborhood of a use. The user and in the benefits of its own and will have particularly in the areas of interactive.

6. Distribution

If multimedia application will be used with a different machine, doubling use floppy disk, a CD-ROM, tape or distribution with a network of indispensable. A lot of files an application at a different, and sometimes have a very large size. A file will be better if placed in a storage medium adequate. Distribution (stage of distribution) is also a stage where the evaluation of a product of multimedia done. By doing evaluation, will be developed a system that better at a later date.

3. Design The Design And Implementation

3.1 The Focus Of Research

Research focus is something that was the main thing to be used for research. Research which is wrought here is to develop and develop information systems company profile Devgru Clothing store. The result to be achieved is a information systems company profile based online and offline.

3.2 The Scope Of The Research

So that research can be focused and directed , then it needs scope used as guidelines in carrying out research. Scope of this study is develop information systems company profile devgru clothing store which was built by covers only the introduction of the shops and the process of product promotion.

3.3 Method Of Development Of Multimedia

There are six stage in the development of multimedia is done (Sutopo, Ariesto Hadi. 2012):

1. Concept

On the stage of the concept of (concept) determine the concept of the company profile will be built. At this stage a writer make the concept of information systems company profile devgru

clothing store by displaying distro devgru products so that the user clothing or consumers more easily accessing, saw recognize devgru clothing products and comfortable and finally buy.




2. Design


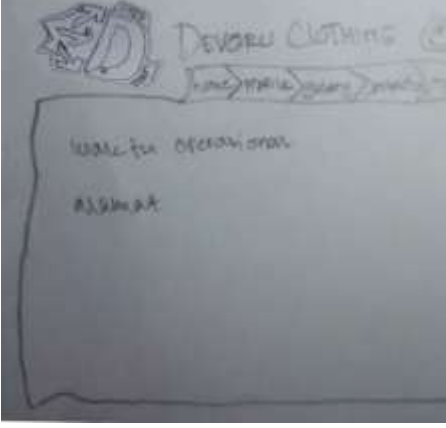
On design stage design where done against company profile design which will be built by doing storyboard making by describing the look of every scene.

a. Making storyboard

Storyboard used scenario to explain in more detail of the seconds. Storyboard to explain the arrangement of matter delivered on the seconds accompanied sound, the graphics, animation, and videos were needed.

Table 3.1 Storyboard

No	Graphics	Description
1		<p>The appearance of appetizer before entering into another a menu or the main courtyard</p>
2		<p>The appearance of a menu or the main courtyard namely home that contains about a glance devgru clothing store and a photograph of looked front.</p> <p>There is a menu that is home on a page, home, profile, gallery, contact us and menu buttons back that there are in the upper right corner.</p>
3		<p>The appearance of a menu which contains about the purpose of profile, vision and mission devgru clothing stores and target customers.</p> <p>A menu that there are on a page profile is, home, profile, gallery, contact us and menus buttons back that was found in upper right corner.</p>

4		<p>Display menu gallery contains goods sold in stores devgru clothing .Covering a jacket, watches, t-shirt, a shirt , shoes and bag.</p> <p>A menu that there are on a page galery is home, profile, gallaery, contact us and menus buttons back that was found in the upper right corner.</p>
5		<p>Display contact us menu contains an address from devgru clothing store.</p> <p>A menu that is on page contact us is, home, profile, gallaery, contact us and menu buttons back who were found in the upper right corner.</p>

b. Navigation hierarchical structure model

Hierarchical model adapted from a design top down. The concept of navigation it began from a node that being the main courtyard or the yard early. From that page can be made several branches to page the level of 1. If necessary, every page of the level 1 can be developed into several branches again .It is like the structure in the organization.

Hierarchical model good for the application to find the page with easy. To illustrate the model, can be used with tree illustration.

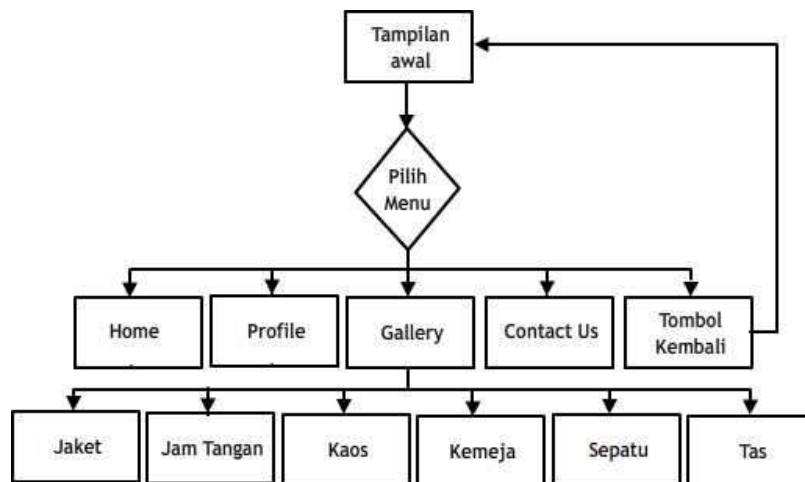


Figure 3.2 Navigation hierarchical structure model

c. Flowchart view

Flowchart, view called also a diagram display is diagram of alir that provides a description of a scene (a display) to other scene. In components flowchart, view can be seen that was found in a scene with the explanation necessary. Transition from a scene to other scene expressed with a line following an arrowhead mark. Flowchart, view much used in the development of interactive multimedia. Hotkey that could be in the text, image, or button used to connect with scene determined.





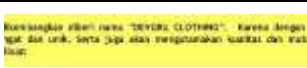

If many link between scene that is not sequential, flowchart view abstruse by parties who need it, because the number of scene that many with a link that collides need to get careful attention.

3. Material Collecting

Phases of the collection of the materials to be used based on the concept and design. At this stage, the object by the way:

- The collection or a collection of text











Table 3.2 The collection or a collection of text

No	Graphics	Type Font	Size Font	Description
1		Trebuchet MS Bold	180 Dan 30	Is the logo is on the letters D and 180 dvgr the size of size 30
2		Trebuchet MS Bold	12	The text existing in a menu of choices in devgru clothing feature 12 click here
3		Trebuchet MS Bold	65	The text existing program header namely devgru clothing sized 65
4		Trebuchet MS Bold	18	Text that there are on a menu home , profile , gallery , contact us and date of the size of 18
5		Trebuchet MS Bold	18	Text that is on the contents of the program in size 18
6		Trebuchet MS Bold	28 dan 18	Text that is on the menu menu gallery namely goods sold sized 28 and on his choice of undersized menu 18

- Making Graphic

Making graphic here has made layout design a display of the beginning and the pages of the main menu adapted to the storyboard.





Table 3.3 Making Graphic




No	Pictures Storyboard	Images Of The Program	Description
1			Design storyboard with the program in line
2			Design storyboard with the program in line
3			Design storyboard with the program in line
4			Design storyboard with the program in line
5			Design storyboard with the program in line

- Simulcast

The actual shot be done to meet the data used covering goods to be promoted in company profile.

Table 3.4 simulcast

No	Graphics	Description
1		<p>Looked front photograph distro Devgru Clothing</p>
2		<p>Several species of t-shirt souvenir who on sale</p>
3		<p>Some type of product a watch that is on sale</p>
4		<p>Some types of products but a jacket on</p>

5		One type of product shirt on sale
6		Some type of product shoes are on sale
7		Some type of product bag on sale

- The collection of sound and sound editing
 Company profile will more lively if a voice of one who as an accompaniment to understand the contents in existing as to be invisible monotonous. Vote for company profiles can be obtained by recording yourself or edit sound files with sound editing software. To edit sound additional software that i use is cool edit pro 2.0. The format of sound that could be put into flash among others way and an mp3.

- Animation

In the process of manufacture company profile using a technique animation covering :









- Tween motion namely animation motion, position, object and rotation.
 - Tween shape that animated modification or change the form of an object.
4. Assembly

Assembly object made in phases of the collection of material with perform the merger animation, video, sound , and graphics into a harmony in view and sound. Conducted by doing the programming stage of the assembly on the arrangement of objects based on storyboard which has been designed.

5. Testing

Testing, Conducted trial on programs that created by doing “Running Program” Tested whether experience “error message?” Order as well as test program with conformity and storyboard scenario. If it happened a difference it will be repaired with design review to be happened and do the next stage of the conformity.

Table 3.5 Testing

No	Pictures Storyboard	Images Of The Program	Description
1			True
2			True
3			True
4			True

5			True
---	---	--	------

6. Distribution

Distribution where animation multimedia the results will be spread luaskan or storage results. At this stage production results kept in media vcd in the form of vcd program. With the determination of this distribution of the then is expected to become more easily.



Figure 3.3 Packing vcd example

4. Conclusion

Which a conclusion can be exploited in this research are:

1. In the manufacture of products with Devgru clothing company profile media as a means of information that's easily in the understand by the user; so that in its manufacture needed a concept and creativity that the interesting results.
2. A company profile must be able to convey information a very clear message, so information the message understandable for the audience
3. The manufacture of company profile it will notify of some product in distro devgru clothing in the form of animation 2D. So in the future research can be developed the form of 3d animation to even more interesting.

Acknowledgements

In doing this research a lot of that helps the writer so that could solve quickly and smoothly, for that the author of utter thanks to family and friends that is all around me.

References

- Tanenbaum, Andrew S . 1996 . *Jaringan Komputer Edisi Bahasa Indonesia Jilid 1*.Prehallindo : Jakarta.
- Hofstetter, Fred T. (2001). *Multimedia Literacy*. Third Edition. McGraw-Hill International Edition, New York.
- Rangkuti, Freddy.((2009). *Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*. Jakarta : PT. GramediaPustakaUtama.
- Luther, Arc C. (1994). *Authoring Interactive Multimedia*. Boston: AP Professional.
- Sutopo, Ariesto Hadi. 2012. *Teknologi Informasi dan Komunikasi dalam Pendidikan*. Yogyakarta: Graha Ilmu