

CHAPTER V

CONCLUSION

5.1. Conclusion

The music video design of Ardi Bhakyar's Still There Is a Place to Return uses a pixilation stop motion technique with a cinematic approach as a way to strengthen the message of the song that will be conveyed visually, emotionally, and aesthetically. A cinematic approach is used in lighting, color tone, framing, and visual composition that is in harmony with the mood of the song.

The results of the design show that the stop motion technique not only provides unique visuals, but is able to build a person's emotions compared to just audio. In addition to promotional media, this music video aims to introduce musicians and creators to build an identity in the digital era. Thus, this design has been able to answer the problem of how to design a music video that can strengthen the meaning of a song through visual and cinematic approaches.

5.2. Suggestions

Through this design, it is hoped that it can become a new idea for musicians or song creators in developing music video works using stop motion techniques. The creation of stop motion videos is expected to further explore animation techniques, camera movements, and visual concepts to produce more varied and innovative works.