

## SHORT FILM ADVERTISING CREATIVE STRATEGY IN POSTMODERN ERA WITHIN SOFTWARE VIDEO EDITING

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### ABSTRACT

Every company requires marketing communication, especially advertisement, to promote the products. Nowadays, advertisement on television is perceived as ineffective. However, not all short film advertisement is able to describe the advantage of products promoted. To pursue marketing communication target, every good advertisement has creative concept, the ability to attract attention and be memorable. *Autodesk® Inc.*, one of the video editing software companies in the United States, employed a short film advertisement entitled "Fix It in Post" as the promotion media. This research is aimed to find signs that are visualized as the description of the advancement of software video editing and provide brand image to *Autodesk® Inc.* as an advanced brand software video editing. This qualitative research employed the Semiotics Method of Christian Metz, especially *Grande Syntagmatique*. The results showed the signs visualized to describe the advancement of video editing software, which are the various features used by the video editor. Each feature that demonstrates the advancement was described in a series of scenes that created a sequence presented brand image to *Autodesk® Inc.* as an advanced video editing software brand.

**Keywords:** *Representation, Video Editing Software, Marketing Communication, Short Film Advertisement, Semiotics\**

### ABSTRAK

Setiap perusahaan sangat membutuhkan komunikasi pemasaran, khususnya iklan dalam upaya memasarkan produknya. Saat ini iklan yang dilakukan dinilai kurang efektif lagi, terutama yang dilakukan di televisi. Selain itu, tidak semua iklan film pendek mampu menggambarkan kelebihan produk yang dipasarkan. Untuk mencapai sasaran yang tepat dalam komunikasi pemasaran, setiap iklan yang baik memiliki sebuah konsep kreatif, mampu merebut perhatian dan mudah diingat. *Autodesk® Inc.*, salah satu produsen perangkat lunak *video editing* terkemuka di Amerika menggunakan iklan film pendek berjudul "Fix It In Post" sebagai media promosinya. Penelitian ini bertujuan untuk menemukan tanda-tanda yang divisualisasikan sebagai gambaran kecanggihan *software video editing*, dan memberikan citra merek (*brand image*) kepada *Autodesk® Inc.* sebagai *brand software video editing* canggih. Penelitian ini merupakan penelitian kualitatif dengan menggunakan metode penelitian semiotika Christian Metz, khususnya *Grande Syntagmatique*. Hasil penelitian menemukan adanya tanda-tanda yang divisualkan untuk menggambarkan kecanggihan *software video editing* yaitu berbagai fitur yang digunakan oleh editor video. Masing-masing fitur *software* yang menggambarkan kecanggihan tersebut digambarkan dalam rangkaian *scene* yang membentuk satu *sequence*, sehingga memberikan citra merek kepada *Autodesk® Inc.* sebagai *brand software video editing* canggih.

**Kata Kunci :** *Representasi, software video editing, Komunikasi pemasaran, Iklan film pendek, Semiotika*

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## INTRODUCTION

Every institution requires communication in selling products. Therefore, marketing communication becomes essential, especially advertisement. Nowadays advertisement performed is perceived as ineffective including those who are displayed on television. Kolbenschlag (2014), a journalism professor at Kean University, in his research entitled "Are Short Films the Future of Commercials ?" stated that advertisement on television is no longer effective since less people watch television. On the other hand, the trend of watching online videos arises. Thus, innovations should be invented. Ardhianto & Son (2019), in their research entitled "Visual Semiotics Analysis on Television Ads UHT Ultra Milk Love Life, Love Milk," found that advertisement in the digital era has made the creative industry found innovation. As a result, advertisements can be more attractive to the audiences.

The presence of new media provides opportunities for advertisers to market their products through advertising in the form of films, especially in short film advertising. Short film advertising combines aspects of traditional advertising theory with aspects of viral advertising to create a compelling story about a product or company. The Ministry of Tourism of Indonesia has implemented several tourism destinations in Indonesia. Szulyana et al. (2019), in their research entitled "Semiotic Analysis of the Message of Meaning on Pesona Indonesia Advertisement of Pesona Indonesia 2017 Destination Version," found that the message delivered by the ministry on the 2017 version of 'Pesona Indonesia Tujuan Pesona Indonesia' posted on YouTube was successfully integrated view, sound, and movement that behold visual, dialogue, sound effect, and music aspect. The finding is in line with the research conducted by Noad & Barton (2020) entitled "Emotion Resonance and Divergence: a semiotic analysis of music and sound in "The Lost Thing" an animated short film and "Elizabeth" a film trailer." The research found that music and intonation contribute meaning to lexical, visual, and gestural elements of cinematic room. On the other

hand, the results of a study conducted by Rauwers et al. (2018) showed that creative media advertisement improves the affective response and consumer's behavior and consumer's cognitive response.

In order to get the right audience in marketing, every good advertisement must have a creative concept. This profound idea makes the message different, grabs the attention, and is easy to remember (Lee & Johnson, 2004). Appealing advertisement can be a story that introduces characters, identifies tension, develops it into conflicts, and then offers solutions that correspond to the product or service promoted (Lee & Johnson, 2004). Growing internet technology opens new opportunities or celung in the context of marketing and sales flow called Niches. Niches is a stretch/chasm that has not been economically mapped to offer a large product; many types of products are available, just not visible and not easy to find. This concept creates "the new marketplace." With the limited effectiveness of traditional promotional media, the role of the internet media is greater in attracting buyers and driving sales. Niches main products or non-hits products have a very large number.

On the other hand, online trading on the internet can virtually store all goods or products. This trading has made a new breakthrough in the sale of non-hits products on the vast niche market (Putra, Jaya, Andika, & Rosit, 2020). Conservative advertising media emphasizes more in distributing information which limits the opportunity of media interaction. Media is perceived as informational and reality mediation to the consumers. On the other hand, new media is more interactive in inventing new understanding about face-to-face communication. Mass communication's characteristic that mass communication focuses on only certain relationships, can be refuted by this finding. New media can even provide new variation in interacting as it enables consumers to deliver direct comments on the news in online media (Gushevinalti, Suminar, & Sunaryanto, 2020).

Since the technology users are significant, the industry should use the opportunity by conducting promotion with

digital marketing communication strategy to persuade the consumers through the internet and advanced technology. Nowadays, conservative companies are even transitioning to digital marketing to maintain their competitiveness with more modern companies (Teguh & Ciawati, 2020). The advancement of technology enormously impacted the growth of media. The interactive ability of digital media has changed the communication dynamics and produced new apps that were used to be possible to be created (Briandana, Pribadi, & Balaya, 2020).

The statement above implies an emotional element built by advertisement in the form of creative plot. Feng et al. (2013) found that in their research entitled "*The multimodal representation of emotion in film: Integrating cognitive and semiotic approaches.*" The results concluded that the combination between the social semiotics approach and emotion structure is able to explain how emotions are developed in a film.

However, not all short film advertisements can communicate the advantages of the product, as Kohlepp (2012) stated in her study entitled "*Short Film Advertising Does Traditional Advertising Theory Still Apply?*". The results showed that advertisement delivered through short film has limited information on product as it prioritizes branding image. In addition, several short film advertisements tried to bring emotional elements. However, they were limited to rhetoric and could not picture the reality, as urged by Correa (2011) in the research entitled "*The construction of gender identity in India through television advertisements: A semiotic analysis.*" Correa found that modern women portrayed as "Western! Modern" by the media is just rhetoric as in reality, single women in India do not agree with pre-marital sex.

Realizing this phenomenon, Autodesk<sup>®</sup> Inc., one of the leading video editing software manufacturers in the United States, employed advertisement with short film format presented on the internet as a form of its marketing communication media. Autodesk<sup>®</sup> Inc. created the short film advertisement entitled "*Fix It in Post*" to communicate the message to their consumers

about the advancement of video editing software. Creative strategy in short film advertisement "*Fix It In Post*" is USP – *Unique Selling Proposition* by utilizing most of the non-verbal signs in communicating the product. According to Shimp (2000), by employing USP, the advertisers stated the advantages of the product based on the unique attributes which offer tangible benefits to the consumers.

Most of 85% of "Fix It in Post" presented non-verbal signs, where the signs were constructed as an effort of the creator to encode the message, i.e. construct messages properly to create branding image that Autodesk<sup>®</sup> Smoke<sup>®</sup> is an advanced software for video editing.

The findings above have convinced the researcher to choose the short film advertisement "*Fix It in Post*" to be studied. As stated by Christian Metz in film language, "shot is word, and scene is the language." Series of shots assembled on scenes offer messages delivered through short film advertisement. By reading shot-by-shot assembled on scenes of "*Fix It in Post*," the researcher would like to determine the advancement of software video editing as the new product of Autodesk<sup>®</sup> Inc. presented through the short film advertisement "*Fix It in Post*" to create a brand image of "Autodesk<sup>®</sup> Smoke<sup>®</sup>" as advanced software for video editing. Thus, the researcher studied and analyzed the short film advertisement "*Fix It In Post*," entitled "Christian Metz Semiotics Analysis on Short Film Advertisement Fix It in Post." Besides, the researcher also focused on signs employed by the short film advertisement "*Fix It in Post*" that described the advancement of software video editing, and presented the brand image of Autodesk<sup>®</sup> Smoke<sup>®</sup> as advanced brand software video editing.

### **Marketing Communication**

Marketing Communication is a method employed by a company to inform, persuade, and remind consumers both directly or indirectly about the products and brands offered. Marketing Communication contributes to brand equity by building brand awareness and brand image, which covers six

components; advertising, selling promotion, event, public relations and publicity, direct marketing, and personal selling (Kotler & Keller, 2006). According to Kennedy & Soemanagara (2006), marketing communication can be perceived as a communication activity to deliver the message to the consumers using various media to pursue three desired stages of change: knowledge, behavior, and action. Knowledge change is the most initial stage of a communication process included in the cognitive effect, which is awareness of existence.

### **Creative Strategy**

Creative advertising is an art in its creative dimension and science in its strategic dimension. These two dimensions play a role in creative strategies – *logika dibalik pesan* (Moriarty et al., 2014). According to Moriarty et al. (2014), the art and science of advertising are included in creative strategy. Advertising ideas must be creative (original, different, new, unexpected) and strategic (appropriate for the product and target; meet advertising goals).

Moriarty et al. (2014) cite six creative strategies proposed by Professor Charles Frazer of the University of Washington to handle various advertising situations. These strategies are: Preemptive, Unique Selling Proposition (USP), Brand Image, Positioning, Resonance, and Affective/ Anomalous. This study focuses on Unique Selling Proposition (USP) Strategy implemented by *Autodesk® Inc.*, one of leading video editing software companies in the United States promoting their new product that is unique compared to other brands. The Unique Selling Proposition (USP) Strategy utilizes distinctive features that create meaningful benefits for the consumers. The promotion is used for categories with the advanced level of technology and innovation.

### **Short Film Advertising**

Short film advertising is a type of short film with commercial purposes. Those films are produced to convey a product or company message. The duration of a short film advertisement is 30 minutes. It is created

following cinematographic theories and advertising production theories.

An article about short film advertising is written by Mike Eisenberg, a filmmaker entitled "ShapeShifter": Are Short Films the Future of Advertising. " Mike Eisenberg reviews the ShapeShifter film, which, according to him, it is a form of future advertising: "In my opinion, we should promote long-form, subtle advertising like ShapeShifter and usher in a new era of intriguing and engaging commercialism."

Another article is written by Kolbensschlag (Kolbensschlag, 2014), a journalism professor at Kean University, entitled "Are Short Films the Future of Commercials." Bill writes that television commercials are almost ineffective as there are fewer people watching TV broadcasts. On the contrary, the trend moves to online videos: "Online adults who watch or download videos have also grown over the past four years, from 69% of adult internet users in 2009 to 78% today," stated Bill as quoted by Kristen Purcell (Pew Research Project Internet).

As a result of the appointed facts, the owner of the brand or product is forced to create interesting content on the internet, one of which is, by making short film advertising. One of the most successful and sensational short film advertisements nowadays is "The Last Game," a 7-minute 49-second film about Nike shoes featuring animated versions of stars like Neymar, Howard, and Ronaldo, which gained nearly 60 million views on YouTube.

Indeed, the term short film advertising has not been standardized. Kolbensschlag (Kolbensschlag, 2014), in his article, states short film advertising as "The Longform Ads", "...using long-form ads also puts more eyeballs on brands' videos, according to Robert Smith of Robert Smith & Associates, an ad agency in Loves Park, Ill." Jason (2011), in his article entitled " Truth In Advertising, "mentions short film advertising as the Internet film (the Internet short film)," ...Internet short film is a remarkable genre, being 10 years old does not qualify as vintage in most any other category. However, it is the case on the web, and is the case with Truth in Advertising." Meanwhile, Shimp (Shimp,

2000), in his book "Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, 7th ed.," mentions "web films" for films that are broadcast on the internet media "... Another film-related advertising medium is Web films. This form of advertising involves producing short films that feature the advertised brand and are available on the Internet for free viewing. BMW introduced this advertising genre when in 2000. It presented Clive Owen as "The Driver" in the films titled *Ambush*, *Chosen*, *The Follow*, *Star*, and *Powder Keg*. 31 The Driver appeared in each action-packed film driving a different BMW vehicle, all of which served to portray BMW vehicles in the most positive light."

In this study, instead of using the term short film advertising, the researcher chooses the term short film advertising. The term Short Film Advertising is believed to be more appropriate because, in production, it refers to the principles or theories of advertising and film theory, especially short films. The term Short Film Advertising is also used by Eisenberg (2011) in his article, "Short film advertising is fast becoming an art and one that stirs conversation when the film is over, and the product logo mysteriously appears." A research conducted by Kohlepp (International Marketing Communication Thesis, 2012), entitled "Short Film Advertising. Does Traditional Advertising Theory Still Apply?" uses the term short film advertising to refer to short film advertising.

In this research, short film advertising theories refer to pre-existing advertising theories, which state that short film advertising is a mass communication product that aims to promote and give information about a product or company. These advertisements are displayed through an imaging process so that the product's image is more dominant compared to the product itself. Therefore, according to Folwes (1996), as quoted by Bungin & others (2000), advertising is not just a medium of communication. However, the most important thing is the content of the concept of mass communication contained in it. Moreover, the concept of short film advertising must represent the producer's intention to publish

its products, and the concept must be understood by the audience as intended by the creator of the short film advertising.

Short film advertising is a series of shots arranged into a scene and delivers a story, conveying a message to the audience. Metz in Film Language, quoted by Monaco (1981) states that a series of shots is the same as a series of words that form a language to convey the message. According to Metz (1991), a shot contains as much information as we want to read, and what we formulate in that shot is according to the will of its meaning, depending on the interpretation of each.

Advertising is a form of paid communication that uses mass media and interactive media to reach a broad audience to connect a clear sponsor with the target audience and provide information about their products, both goods, services, and ideas (Moriarty et al., 2014) In advertising communication, and an advertisement does not only use language as a tool but also other communication tools such as images, colors, and sounds. According to Sobur (2017), the symbols used in advertising consist of two types, namely verbal and non-verbal. One can study it through the sign system in advertisements. An advertisement uses a sign system consisting of symbols, both verbal and iconic. An advertisement is also an index clone, particularly in radio, television, and film advertisements.

From the descriptions above, it can be concluded that short film advertising is a means of marketing communication and producing paid communication products using cinematographic techniques and advertising theory. It is also broadcast using mass media and interactive media to reach a wide audience to provide information about products, goods and services.

### **Semiotics**

Semiotics is etymologically derived from the word Semeion (Greek), which means "sign." Semiotics, according to C.S. Pierce, is the study of signs and everything connected with them; the way they function, the relationship with other signs, as well as the sender and receiver by those who use the

signs (Zoest, 1993). C.S. Pierce mentions a sign as something which relates a person to his response or capacity. C.S. Pierce sees the sign (*representamen*) as an inseparable part of the object of reference as well as the subject's understanding of the sign (*interpretant*). "Sign," according to Pierce's view, is "... something which stands to somebody for something in some respect or capacity" (Nöth & others, 1998). The role of "Subject" (somebody) is an inseparable part of signification which becomes the basis of semiotics communication. A sign is the basis of all communication (Littlejohn & Foss, 2010). Littlejohn & Foss, quoted by Indiwani (2013), states that humans with intermediary signs can communicate. Meanwhile, Berger (1989) defines a sign as something that can interpret something else.

Barthes (2012), a semiotics expert who develops previous studies on semiotics, states the concept of denotation and connotation as the key and analysis. Roland Barthes emphasizes the interaction between text and the personal and cultural experience of the users and the interaction between conventions in the text and the conventions experienced and expected by the user. Barthes's idea is known as the "order of signification," including denotation (the actual meaning according to the dictionary) and connotation (double meanings as a result of cultural and personal experiences). Besides, Barthes also sees deeper meanings in level but more conventional, namely meanings related to myth. Myth in the understanding of Barthes' semiotics is the coding of social meanings and values which are arbitrary or connotative as something that is considered natural (Barthes, 2012).

The semiotics study distinguishes two semiotics types: the semiotics of significance and the semiotics of communication. Semiotics of significance emphasizes the theory of signs and their understanding in a particular context. Meanwhile, communication semiotics emphasizes the theory of producing signs, one of which assumes the existence of six factors in communication, namely the sender, receiver of code, message, communication channel, and reference (Sobur, 2017).

Christian Metz, in his book "Film Language," states that a film is a language. Each shot used sequentially works like a unit in a linguistic statement. Metz argues that individual cinematic texts construct systems of meaning in his theoretical model, known as the "grande syntagmatique". "Cinematographic Signification Is Always More or Less Motivated, Never Arbitrary (Metz, 1991)". Metz also adds, "Motivation occurs on two levels: on that of the relationship between the denotative signifiers and significates, and that of the relations between the connotative signifiers and significates." Denotative motivation is complemented by an analogy according to its meaning. In contrast, connotative motivation is motivated and is based on the analogy relationship of perception. Cinematographic markers always have reasons and motivation. The motivational relationship between markers and cinematographic markers is at the denotative and connotative levels.

Metz states the justification in the analysis regarding the similarities between films and language due to the similarities in their general syntagmatic characteristics. In language, phonemes and morphemes are combined to form a sentence, while in films, images and sounds are combined to create syntagmatically. The film "speaks" to the audience by moving from one image to another, which means communicating. The film undergoes a montage process, which is selecting shots, editing, and merging separated pieces of images, text, and music to form a perfect scene. The pictures which consist of several shots deliver meanings.

According to Metz, there are eight types of syntagmatic in films called the 8 Metz Syntagmatic Typology (Metz, 1991) "the syntagmatic types identifiable in films the eight main syntagmatic types." Here are those types:

**Autonomous Shot.** An autonomous shot is a shot that is an autonomous segment. To be an autonomous shot, a single shot needs to represent an episode and the entire shot. It does not have to have a long duration. Autonomous shots can also be short shot duration as the definition is determined by context and content, so in most cases, inserts

can be autonomous shots. Syntagms are several autonomous segments in a film consisting of a series of shots.

**Parallel Syntagms.** The parallel syntax is a sequential syntax in which two different segments are connected. The examples of intercutting of two sequences include summer pictures and winter pictures, or wealth and poverty.

**Bracket Syntagms.** Bracket syntagms are autonomous sequences in which the elements contained in segments are not a continuity of the story.

**Descriptive Syntagms.** Descriptive syntagms show a series of images depicting a location or event where an image is understood to be temporarily connected, for example; The images are simultaneously collected in the same place and displayed sequentially. An example of descriptive syntagms is a shot taken outside, and a series of images is understood to illustrate, not to show a conceptual relationship.

**Alternative Syntagms.** Metz typology as alternative syntagms is two or more scenes taken consistently through intercutting to build simultaneously. Alternative syntagms consist of a series of scenes in one sequence. Sequences are autonomous segments that become a series of stories consisting of several scenes.

**Scene.** The scene is an activity that is told in continuous narrative time on a set or in a place. A scene can consist of several shots which are then sorted according to the storyline.

**Episodic Sequence.** It is a series of stories happening continuously from one episode to the next episode.

**Ordinary Sequence.** Christian Metz states that the analysis of a film is based on syntagmatic relationships. Metz schemes can be characterized as plot sequences and the stories' setting of time.

In some cases, all syntactic types or only a few types can be used based on the film's material. In analyzing the film "Fix It In Post," the plot is adjusted so that the researcher only uses some Metz typologies, namely, Bracket Syntagms, Alternative Syntagms, Scene, and Sequence.

## RESEARCH METHOD

The paradigm used in this research is the constructivist paradigm as it is in line with the theory stated by Littlejohn & Foss (2009) that the constructivist theory is based on the idea mentioning that reality is not formed by objects, but it is constructed through a process of interaction within groups, society, and culture. The short advertisement in "Fix It In Post", which is the object of this research, displays signs that are constructed to convey the messages of the product marketed, thus it can depict the product image as advanced software for video editing. The constructivist paradigm views reality as the result of construction or the formation of humans. Reality is multiple, formable, and it constitutes one whole. Reality exists as a result of the formation of one's thinking ability. Human-made knowledge is temporary, but it continues to evolve.

The marketing communication message of Autodesk® Smoke® products as video editing software is packaged through iconic signs visualized in short film advertising by Hollywood director Jeremy Hunt. The object of research is signs, both verbal and non-verbal which are visualized in the short film advertising "Fix It In Post." The signs studied are those that describe the advance in video editing software.

The short film advertising "Fix It In Post" is an advertisement with the duration of 8 minutes 26 seconds and is only broadcast through new media, which is YouTube, which tells the story of a male character named Anthony who experiences various strange and tense events. All of the events that Anthony experiences result from the editing technique carried out by the video editor (Puppet Master). The technique used by Puppet Master succeeds in doing the final process or improving the shooting result in post-production so that it can make the main character feel the real experience.

Researching the signs visualized in "Fix It In Post," the researcher used a qualitative research approach, with Christian Metz's semiotic analysis method. Dennis McQuail states that the main characteristic of the semiotics approach is that semiotics is an

analysis that is qualitative, not quantitative (McQuail & Windahl, 2015). Describing the meaning of signs requires a natural approach, not numbers. In solving problems, semiotic analysis tends to be inductive, namely describing the findings of signs and linking them with other related concepts in certain contexts (Moleong, 2002; Novendri, Callista, Pratama, & Puspita, 2020). The data will be generated descriptively in a clear description of the signs' meaning in the short film advertising "Fix It In Post". Thus, this semiotic research is research conducted using qualitative and descriptive methods to seek a detailed explanation of the meaning of the signs in "Fix It In Post" which describes the advance in video editing software.

The data which becomes the unit of data analysis in this study is shot by a shot which consists of iconic verbal and nonverbal signs in "Fix It In Post".

The data analysis technique used interactive analysis techniques by Miles and Huberman, namely data reduction, data display, and drawing and verification conclusions. Those are in line with the theory expressed by Punch (1998), as quoted by Pawito (2007).

## RESULTS AND DISCUSSION

The data in this research consist of scenes in the short film advertising "Fix It In Post" which are divided into a series of shots and scenes. There are 27 scenes consisting of 115 shots (136 pictures). The approach in analyzing the short film advertising "Fix It In Post" uses the "order of their decreasing frequency in the film" Christian Metz semiotics, namely; syntagmatic bracket, syntagmatic alternatives, sequences, and scenes.

Frazer Creative Strategy employed by the advertisement is Unique Selling Proposition (USP), where the advertisement uses unique attributes which offer tangible benefits to the consumers. The strategy is used for the category with advanced technology that contains innovation.

Based on the analysis of the short film advertising "Fix It In Post" using the semiotic

theory analysis of Christian Metz, there are 27 scenes consisting of 115 shots (136 pictures/picture capture) depicting the advance in video editing software. These descriptions were grouped based on the semiotic typology of Christian Metz cinema, namely: Bracket Syntagms, Alternative Syntagms, Scene, and Sequence.

The short film advertising "Fix It In Post" composes scenes in 10 sequences consisting of 31 scenes (209 shots). The analysis was done in 8 sequences consisting of 29 scenes (202 shots) related to a series of scenes depicting the advance in video editing software. From this analysis, it was found that signs were constructed to convey messages in the short film advertising "Fix It In Post" regarding various advances that could be done by using various features found in Autodesk® Smoke® video editing software, namely: visual effects, 3D animation text, 3D compositing, color correction, sling removal, object removal, object replacement, and chroma key. Each feature contained in the video editing software Autodesk® Smoke® was visualized in a series of shots and scenes contained in each sequence. Thus, each sequence visualized one of these features.

From the analysis of Bracket Syntagms in the opening, the short film advertising "Fix It In Post" revealed the meaning, which is the well-known software manufacturer from the United States, Autodesk®. Another meaning that was revealed from the analysis of the bracket syntagms in the closing was the video editing software used by editors in carrying out various video editing processes in this short film advertising, which is the Autodesk® Smoke® video editing software. It has various advanced video editing features because all the work is integrated into one project, in contrast to other video editing software that requires various projects to create visual effects and chroma keys.

Signs that represent the advancement of video editing software with Unique Selling Proposition (USP) Strategy on "Fix It in Post" can be perceived within scene by scene, for instance, when creating blaze and explosion visual effect and reverse shot visualized on sequence 1, which consists of the series of



scene 1, 1A, 1B, 1C, and 1D. Through the intercutting series found using Alternative Syntagms analysis, where signs were constructed through the series of scene 1, 1A, 1B, 1C, and 1D and were built with the simultaneous process through intercutting to showcase the use of video editing software and the result. The signs constructed on Scene 1A and 1C perceive a meaning about a process that has been conducted by a

professional editor who is working on video editing by adding explosion and blaze visual effects. Furthermore, scenes 1B and 1D are the results of the process conducted by the editor. Thus, the scene series and intercutting communicate the feature of video editing software used by the editor to create explosion and blaze effects, including the feature to create reverse shot.

**Figure 6 (Scene 1)**



Source : Youtube – Film Fix It In Post

**Figure 7 (Scene 1A)**



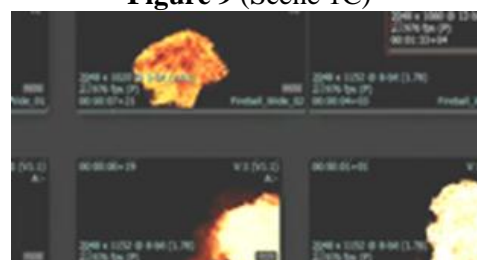
Source: Youtube – Film Fix It In Post

**Figure 8 (Scene 1B)**



Source: Youtube – Film Fix It In Post

**Figure 9 (Scene 1C)**



Source: Youtube – Film Fix It In Post

**Figure 10 (Scene 1D)**



Source: Youtube – Film Fix It In Post

Through a series of intercutting as found by using Alternative Syntagmatic analysis, the signs were constructed through the scenes in scenes 1, 1A, 1B, 1C, and 1D constructed with a simultaneous process through intercutting. Thus, it described the use of video editing software and its work. Through the signs constructed on scene 1A and 1C, it gave meaning to the process carried out by a professional editor who was working on the video editing process by providing a visual effect of explosions and flames. Whereas, scenes 1B and 1D were the results carried out by the editor. Besides, the scenes and intercutting illustrated the ability of the video editing software used by the editor to create the effect of explosions and flames and the ability to make reverse shots.

Another visualization that communicates the advancement of the video editing software using Unique Selling

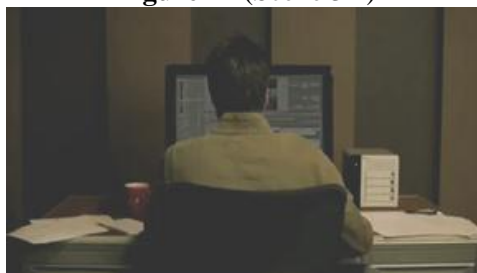
Proposition (USP) Creative Strategy in creating visual effect is on sequence 3, consisting of the series of scene 3, 3A and 3B. Signs that were constructed on the sequence communicate the ability of video editing software used by the editor to create various weapons such as gun, bazooka, bren light machine gun, and effect caused by the weapons. By using Alternative Syntagms Analysis, the correlation meaning between scene 3, 3A, and 3B which are connected using intercutting, is found. Scene A3 is the easy and convenient process and procedure conducted by the video editor in creating visual effects since he just had to perform less effort in creating the visual effect. Meanwhile, scene 3 and 3B communicate the result of the software used by the editor that creates a real situation. Thus, the acting of the characters corresponds to the effect created because the characters perceive the effect as it is real.

**Figure 16 (Scene 3)**



Source: Youtube-Film Fix It In Post

**Figure 17 (Scene 3A)**



Source: Youtube – Film Fix It In Post

**Figure 18 (Scene 3B)**



Source : Youtube – Film Fix It In Post

In this sequence, signs were constructed to convey messages regarding the ability of the video editing software used by the editor to create visual effects for various types of weapons, such as pistols, bazookas, Bren machine guns, and the effects or traces caused by these weapons. By using alternative syntagmatic analysis, it was found the meaning of correlation between scene 3, 3A, and 3B which were connected to intercutting. Scene A3 was the process and the workings of a video editor on visual effects described as an easy process. The visual effects can be generated only with one or two touches. While scene 3 and 3B showed the work of the software used by the editor the same as the original version. As a

As a result, the acting strength of the characters in the scene was following the effect produced.

3D animation text is one of the elements needed by a video editor. With 3D animation text, a video editor can create an animated text that is 3-dimensional and can be moved according to creative concepts. Autodesk® Smoke® also offers this facility. In sequence 2, consisting of a series of scenes 2, 2A, 2B, 2C, and 2D, sign constructions conveyed a message that the video editing software used by the editor was capable of creating 3-dimensional animated text. The sequence of the scenes was built simultaneously through the intercutting process.

**Figure 11 (Scene 2)**



Source : Youtube – Film Fix It In Post

**Figure 12 (Scene 2A)**



Source : Youtube – Film Fix It In Post

**Figure 13** (Scene 2B)



Source : Youtube – Film Fix It In Post

**Figure 14** (Scene 2C)



Source : Youtube – Film Fix It In Post

**Figure 15** (Scene 2D)



Source : Youtube – Film Fix It In Post

Using Alternative Syntagmatic analysis, some signs constructed messages about the work of professional editors working quickly and dynamically and creating 3-dimensional animated text effects, as seen in scenes 2A and 2C. Whereas scene 2, 2B, and 2D were the work of 3D animation text done by an editor using Autodesk® Smoke® video editing software, the 3D text was visualized like an original text that could be used as an object to interact with the characters in the film.

Another 3D facility is the ability of Autodesk® Smoke® video editing software in object modeling. Signs constructed on sequence

8 which consists of series of scene 8, 8A, and 8B communicated the ability of Autodesk® Smoke® video editing software in creating timebomb 3D animation as a part of Unique Selling Proposition (USP) Creative Strategy. The results of the timebomb animation 3D modeling were arranged on scene 8 and 8B, while the modeling process conducted on the video editing process was visualized on scene 8A. The signs constructed on scene 8, 8A, and 8B were built simultaneously using intercutting, which conveyed a message that software used by the editor can work on object animation 3D based on creative concepts.

**Figure 24** (Scene 8)



Source : Youtube – Film Fix It In Post

**Figure 25** (Scene 8A)



Source : Youtube – Film Fix It In Post

**Figure 26** (Scene 8B)



Source : Youtube – Film Fix It In Post

**Figure 4.43** (Scene 3/Shot 2A)



Source : Youtube – Film Fix It In Post

**Figure 4.43** (Scene 3/Shot 2B)



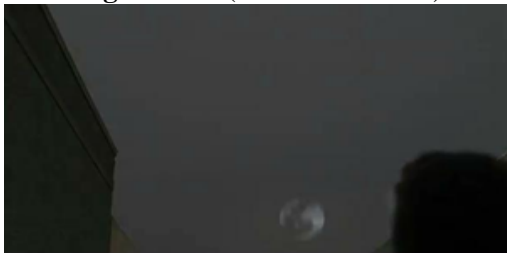
Source : Youtube – Film Fix It In Post

**Figure 4.43** (Scene 3/Shot 2C)



Source : Youtube – Film Fix It In Post

**Figure 4.43** (Scene 3/Shot 2D)



Source : Youtube – Film Fix It In Post

The result of animated 3D modeling was arranged in scene 8 and 8B, while the modeling process was done in the video editing process visualized in scene 8A. The signs constructed in scenes 8, 8A, and 8B were built simultaneously with intercutting, meaning that the software used by the editor was capable of working on 3D animated objects or objects according to creative concepts. Autodesk® Smoke® video editing software also has weather

correction and color correction, and masking features. Those features were found in scene 3 and scene 6.

In scene 3, it was visualized the changes of time from the day (light) until night (dark) instantly, while scene 6 visualized the time difference between day (light) and night (dark) in one frame, so the contrast of the time difference between day and night could be seen.

**Figure 4.51** (Scene 6/Shot 4)



Source : Youtube – Film Fix It In Post

**Figure 4.51** (Scene 6/Shot 5)

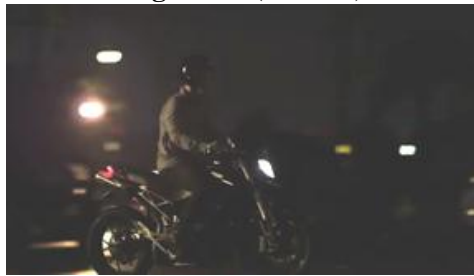


Source : Youtube – Film Fix It In Post

Other features by Autodesk® Smoke® video editing software are removal, replacement, and chroma key. All features can be done without switching to another project. This is also a part of the Unique Selling Proposition (USP) Creative Strategy. The findings of the analysis in sequence 5

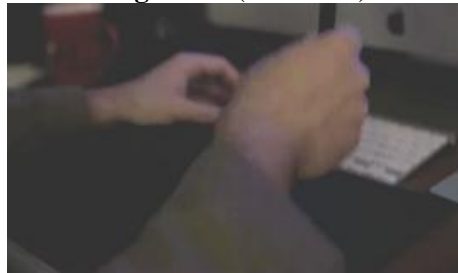
consisting of scenes 5, 5A, 5B, 5C, 5D illustrated the advance in video editing software used by editors to remove cars (shot removal) as seen in scene 5B, and the ability to present objects (shot replacement) as seen in scene 5D.

**Figure 19** (Scene 5)



Source : Youtube – Film Fix It In Post

**Figure 20** (Scene 5A)



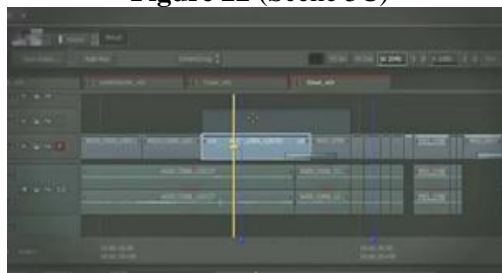
Source : Youtube – Film Fix It In Post

**Figure 21** (Scene 5B)



Source : Youtube – Film Fix It In Post

**Figure 22** (Scene 5C)



Source : Youtube – Film Fix It In Post

**Figure 23** (Scene 5D)



Source : Youtube – Film Fix It In Post

**Figure 27** (Scene 10)



Source : Youtube – Film Fix It In Post

**Figure 28** (Scene 10A)



Source : Youtube – Film Fix It In Post

**Figure 29** (Scene 10B)



Source : Youtube – Film Fix It In Post

From the analysis of Alternative Syntagms, scene 5A was a process performed by the editor to perform a shot removal, and the results of the work were shown in scene 5B. Meanwhile, in the 5C scene, the editor performed a shot replacement process, which resulted in a 5D scene. Another scene that conveyed the message was scene 10B, when the cars parked beside the building disappeared one by one, including the building, and then it changed to a green

screen. Scene 10B illustrated the ability of the video editing software used by the editor to perform shot removal and chroma key.

Likewise, sequence 10 consisting of scenes 10, 10A, and 10B illustrated the ability of the video editing software to carry out the sling removal and chroma key processes. Besides, this work could combine the shot with a green background (green screen) with a set of buildings and paved roads. The analysis of Alternative Syntagms, scenes 10,



10A, and 10B illustrated the advance in Autodesk® Smoke® video editing software that complements its various video editing software facilities in one project.

## CONCLUSION

From the analysis of the iconic signs visualized in the short film advertising "Fix It in Post" using the semiotic cinema theory of Christian Metz, it is found that there is a construction of signs describing the advance in video editing software. The construction of signs is built to describe the features of advanced video editing software, following Van Zoest's (Zoest, 1993) expression in Semiotics, that a sign, to function as a sign and can be observed, must be made in such a way that it can be visible and be understood.

The iconic signs in the shots arranged into scenes and sequences illustrate the advance in Autodesk® Smoke® video editing software. The functions or features construct these iconic signs in Autodesk® Smoke® video editing software. With a creative concept using the Unique Selling Proposition (USP) strategy, which displays the advantages possessed by the Autodesk® Smoke® video editing software, the short film advertising "Fix It In Post" provides a brand image for Autodesk® Smoke® as a brand of advanced video editing software.

The advance in Autodesk® Smoke® video editing software is its ability to perform various video editing techniques using technology applied to the features in the video editing software, namely Visual effect or VFX (F/X), 3D animation, Color correction, and color grading. Sling removal, Object removal, Keying or compositing, Object replacement, and Chroma key.

To enrich and develop the study of semiotics, the researcher suggests more research on short film advertising to find hidden messages delivered on a certain short film advertising, in line with the creative concept of advertising production. The results are expected as the references to advertising education and field as the knowledge on short film advertising will develop along with the advancement of technology. It is not limited to the possibility of short film advertising as the superior alternative for the producers in marketing their products, as mentioned in the

article written by Bill Kolbenschlag (2014) entitled "Are Short Films the Future of Commercials." The researcher expects that the result of this research can help and become one of the references on the development of film semiotics study that Christian Metz urged in 1974. The researcher also expects more research on film that employs the semiotics theory by Christian Metz.

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