

ABSTRACT

Nadia Afifatus Salamah

1604184057

2022

Video Art Creation with Cinematography Technique Approach in Improving Works

TA: Fine Arts Study Program, Faculty of Creative Industries, Telkom University

This Final Project, entitled “Membaik”, talks about the mental health of a person who is experiencing stress due to the problems of his life. However, by presenting nature that can reduce these feelings can be a method in this work. The background of the formation of this theme is based on the author's experience in his life, and through this experience it can be channeled through his work in helping other people's problems. The purpose of creating works is to help people control their emotions with various elements that exist in nature. This study discusses how to visualize nature as a method of treating one's stress, through music and the sounds of nature in it. This work was created with the type of video art that combines the approach of cinematographic elements in it. The results of this work show that through nature humans can motivate themselves and through music and nature sounds that nature can provide to calm their hearts and minds. By using nature as one's therapeutic method, the level of stress experienced can decrease slowly, this can be felt through this "Membaik" video art. The perceived benefits can provide motivation to live for others.

Keywords: stress, cinematography, video art