



## DESIGNING VIDEO CLIPS FOR THE BAND AFTER THE DAY ENTITLED 18.30 AS PROMOTIONAL MEDIA

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### Abstract

**Purpose** : This research aims to make a video clip of a song from the band After the Day entitled 18.30. A video clip is used as a medium to explain the meaning and message of the single 18.30. The video clip is also intended as a promotional medium for the band to the public to increase fans every After the Day.

**Research methods** : The method used in designing this video clip is a video production method that goes through three stages starting from pre-production, production, and post-production. The data used in the research are primary and secondary data obtained through in-depth interviews, observation, documentation, and literature.

**Findings** : The video clip design process, must be carried out through well-planned procedures in order to produce a good video clip. Starting from the pre-production stage by designing the video clip design concept, compiling scenarios to making storyboards. Then proceed to the production stage by preparing the tools and shooting until finally entering the final stage by editing the video and ready for publication.

**Implications** : It is hoped that the video clip designed will be able to represent the meaning of the song 18.30 to listeners, be accepted, and be able to become promotional media so that the band After the Day will become more widely known in society.

**Keywords** : after the day, video clip, promotional media

### INTRODUCTION

The Indonesian music industry is currently developing very rapidly due to technological developments. Many musicians and bands have emerged with their favorite songs which can be heard on various occasions through various media. Every day people can listen to music from various genres ranging from pop, rock, alternative, metal, punk, dangdut, to keroncong. Music itself is an art that is born from certain ideas or ideas from each composer to convey the expression and description of something, both intra-musical and extra-musical in the form of sound [1]. Various motivations arise when creating music, including talent factors that want to be developed, environmental factors, and trend factors that are developing in society.

Developments are occurring throughout the music industry in Indonesia as well as in Bali. Many musicians or music groups were formed to participate in seeking their fortunes in the current development of the music industry. Starting from musicians to many new bands emerging with various musical colors, one of which is the music band After The Day. The band After the Day is a pop-punk



music group. The band was formed on August 3 2022 and started from the music student activity unit (UKM) on the Instiki Campus. The band group consisting of Andre Krisna as a vocalist, Merta Septiawan as Rhythm Guitar, Indrajaya as Lead Guitar, Adhi Dharma as bassist, and Gus Wika as drummer started their career at events that were often held on the Instiki campus. Their musical career began by performing famous band songs from one event to another. Until finally in December 2022, this music group began to focus on recording their own song material at Elban Recording Studio. As a result, the band After the Day currently has three of its own songs, entitled "Tak Tersampaikan", "Dalam Dua Belas" and "18.30". As an indie band that started all the production and promotion processes independently and with limited funds, this band started the first step by making video clips for the songs they created. The result is that of the three songs they created, two of which have video clips published on the band's YouTube channel After the Day. Only one song does not have a video clip, namely the song entitled "18.30".

Making this video clip is one step in promoting the band After the Day so that it is better known to the public [2]. Video clips are one of the media that is widely used to introduce bands to people who are the current target audience. A video clip is a collection of visual pieces that are put together with or without certain effects and adjusted based on the beat of the song, the tune, the lyrics, the instruments, and the band's performance to introduce and market the product so that the public can get to know the product [3]. Through video clips, band groups can explain the meaning of the lyrics of the songs they sing so that they can attract more followers to like their music and band group [4]. Based on the results of an interview with Gus Wika manager of the band After the Day, he said that he wanted to make a video clip design for the song entitled "18.30" because the process of creating the song was inspired by the true story of the basis of the band After the Day, namely Adhi Dharma and the creator of the song entitled "18.30". It is hoped that this song will not only enjoyed by fans through audio music but also through audio visuals presented in the form of video clips so that they can understand the meaning of the song "18.30". Apart from that, this video clip also aims to support the promotion of the band After the Day.

## RESEARCH METHODS

This research began with collecting data relevant to designing a video clip for the band After the Day. The data used in this research are primary data and secondary data. Primary data was obtained by interviewing relevant informants, namely After the Day band members, about the After the Day band and the background to the creation of the song "18.30", the meaning and message to be conveyed through the design of the video clip. Direct field observations were also carried out to find out more about the problems. Observations were made on the YouTube site regarding previously published video clips as well as similar video clips from other bands. Secondary data is also used to support research obtained from documentation and literature studies of relevant data to support research. The video clip design process is carried out through three stages, namely pre-production, production and post-production [5]. The results of the design video clip will later be tested and distributed to the target audience.

## FINDINGS

### Band After the Day

The band After the Day is a pop-punk music group. The band was formed on August 3 2022 and started from the music student activity unit (UKM) on the Instiki Campus. The band consisting of Andre Krishna as a vocalist, Merta Septiawan as Rhythm Guitar, Indrajaya as Lead Guitar, Adhi Dharma as bassist, and Gus Wika as drummer started their career at events which were often held on the Instiki campus. Their musical career began by performing famous band songs from one event to another. In December 2022, this music group began to focus on recording their song material at Elban Recording Studio. As a result, the band After the Day currently has three songs of their own, entitled "TakTerpakai", "In Twelve" and "18.30".

### Single "18.30"

One of the works of the After the Day Band is a song entitled "18.30", written by their bassist, Adhi Dharma. 18.30 is a time that is a change from afternoon to evening (dusk), which also indicates where the day will soon end. From this philosophy, this song describes a figure who regrets what he did in the past and wants to change for the better in the future. Part of this song tells the story of a figure who is never grateful and always creates problems with his family and surrounding environment. finally, there was an incident that made him realize that all problems started with himself, who put his ego too much first. Then he regretted his actions so far and tried to slowly improve his inner qualities and always tried to be the best version of himself even though he knew it was too late. The lyrics of the song entitled "18.30" are as follows:

#### Verse 1

Tersurat sebuah..kata yang dulu terucap..  
Meningatkan semua..kenangan yang dulu tertanam..  
Melewatkan sisa..waktu yang ku..punya..  
Disaat ku mulai terdiam, membisu, dan menusuk rasa rindu..  
Yang mulai..merapuh..

#### Reff

Mencoba tuk lupakan dirinya, dan ku ratapi kisah..  
Semua tak kan berubah..semua tak kan terulang..  
Hingga aku mulai tersadar, dari mimpi ku yang indah..  
Aku sudah tenggelam..dalam semua air mata..

#### Verse 2

Terlepas dari semua khayalan..  
ku mulai menerbangkan..  
Semua harapan yang kutahan dalam jiwa yang hampa  
Luka dalam yang kurasa, sepi dalam keramaian  
Yang kurindukan dalam lamunan dan harapan yang hilang  
Menunggu waktu tuk pulang, menghapus semua cerita  
Tentang apa, siapa, dimana, bagaimana, dan harapan..

Perih hati yang kutahan..  
 kini ku perlahan menghilang..  
 Kuharapkan jadi semua..  
 kisah yang tak terbuang..

Back to reff 2x

### **Preproduction**

The video clip design process starts from the pre-production stage, the initial steps in starting work, including ideas, planning, and preparation of the media production concept [6]. This stage includes creating a design concept, synopsis, scenario, and storyboard.

#### Design concept

The concept used in promotional media for the song the band After the Day entitled "18.30" is a dramatic story video that is sad at the beginning and happy at the end.

#### Synopsis

The video clip for the song from the band After the Day entitled "18.30" generally tells the story of a man named Dhiva who has a stubborn, selfish, and irresponsible character so he often does negative things, for example getting drunk, and staying up late playing games, plays gambling, never goes to college, often causes problems with his friends, and always has problems with his parents at home because he is never grateful for what he has. One day he felt he was at his lowest point, where he didn't get attention from his surroundings and family, then at that moment Dhiva regretted it and realized that all the problems he felt were not caused by his family and surrounding environment but by herself. Then he tried to improve himself even though it was too late.

#### Scenario

The scenario includes who the characters are involved, what happens, when and where it happens, why it happens and how the story ends[7]

- Segment 1: This scene shows Dhiva just waking up from sleep, and then calling his mother to ask for breakfast.
- Segment 2: Dhiva was brought breakfast by his mother, then threw the food away because for Dhiva it was food. Shows that Dhiva was not grateful for what he had now.
- Segment 3: Showing Band Activities After the Day lipsyncing the song entitled "18.30".
- Segment 4: Shows Dhiva drinking alcohol at home.
- Segment 5: Shows Dhiva flashback to campus and being reprimanded to pay KRS which is in arrears immediately.
- Segment 6: Dhiva was given money by his father to pay KRS on campus but the money was used to buy alcohol.
- Segment 7: During the lesson, Dhiva was very lazy and slept in class so he was expelled.

- Segment 8: Dhiva rode a motorbike to meet a friend at a coffee shop.
- Segment 9: Dhiva took a friend's cell phone to play a game, then lost the game and sparked a fight with his friend.
- Segment 10: Dhiva's parents were contacted by the campus regarding unpaid tuition payments, which made her parents disappointed.
- Segment 11: Dhiva felt angry because his friends started to shun him because of his bad attitude at the graduation ceremony.
- Segment 12: Dhiva went to the beach to vent his frustration and disappointment due to the situation he faced due to his bad character
- Segment 13: Dhiva is in the mountains in the process of calming himself down, where the representation of his good self provides understanding and makes him aware of his bad behavior to return to being a good person.
- Segment 14: Displays the band logo and song title "18.30" and displays the credit title with the background of waves on the beach in Perjelangan, the afternoon and evening where the video was shot at 18.30.

### Storyboard

A storyboard is a series of sketches that describe a sequence (storyline) of elements that will be included in the video [8]. The storyboard for making this video clip is as follows.

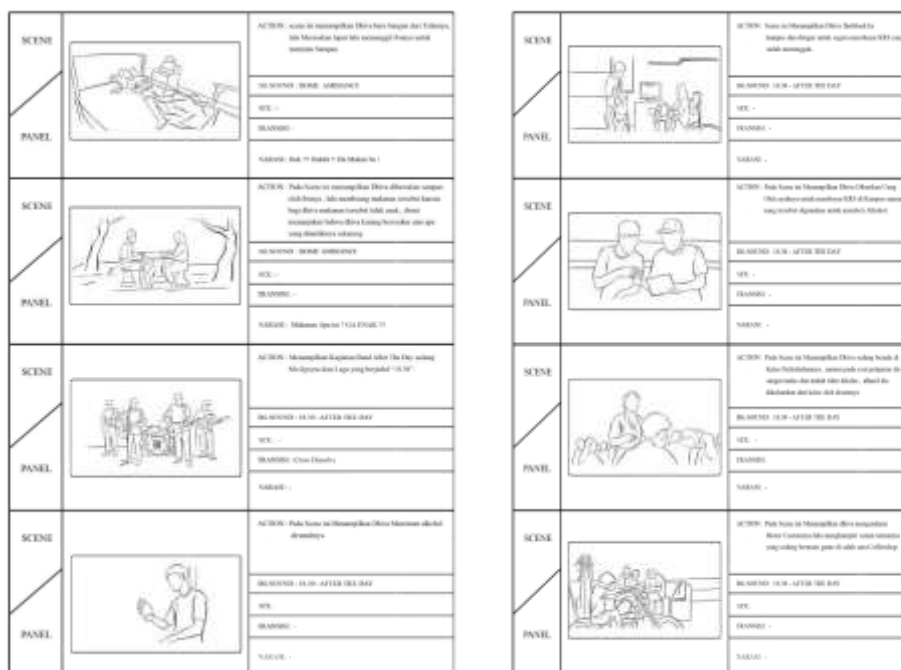


Figure 1. Storyboard video clip  
[Source: Writer, 2024]

### Production

The next stage moves into production, implementing all elements prepared in pre-production. This includes the organizing of equipment and locations, leading into the shooting phase.

### Equipment Preparation

The equipment used in the production of the music video entitled "18.30" is a Sony A7IV and A7III mirrorless camera with a Sigma 24-70mm and Sony 35mm lens, stabilizer, and tripod.

### Shooting

Determination of shooting locations was carried out based on the pre-production stage plan, namely Rumah Dhiva, Letra Studio, Instiki campus, Kamara coffee shop, Mengening Beach, and Puncak Agro Wisata Bedugul. In the processing of this image, several techniques are used which consist of camera angle, image size or frame size, and camera movement.

### Post-Production

#### Import Files

Import is transferring files that have been recorded using a Sony mirrorless camera using an SD card to a computer.

#### Video Editing

Video editing is the process of editing, cutting, and combining shooting videos according to the initial concept and script into a unified whole[9]. Video editing uses the Adobe Premiere Pro 2020 application where the raw files that have been recorded will be processed in this application starting from cutting the scene, adding effects and transitions, adding subtitles, and then giving color grading.

#### Color Grading

Color grading is a method of arranging colors in an image to regulate and determine color balance and color brightness levels to achieve the desired appearance [10]. Giving color here is very influential in making a video or a film production because it aims to maintain color continuity between shots.



Figure 2. Color Grading  
[Source: Writer, 2024]

#### Renderings

This is the process where all the editing processes from cutting the video, applying effects, adding transitions, and color grading have been completed. Then everything is exported in H.264 format.



Figure 3. Scene 1 and 2  
[Source: Writer, 2024]

Scene 1 in the picture above shows Dhiva just waking up from sleep, and then calling his mother to ask for breakfast. Scene 2, Dhiva is brought breakfast by her mother, then throws the food away because for Dhiva it is food, showing that Dhiva is not grateful for what she has now.



Figure 4. Scene 3 and 4  
[Source: Writer, 2024]

In the picture above, scene 3 shows the activity scene of the After the Day band lip-syncing the song entitled "18.30" and scene 4 when Dhiva drinks alcohol at his house.



Figure 5. Scene 5 and 6  
[Source: Writer, 2024]

In the picture above, scene 5 shows a flashback scene of Dhiva going to campus and being reprimanded to immediately pay KRS which was in arrears, and in scene 6 Dhiva was given money by his father to pay KRS on campus but money was used to buy alcohol.



Figure 6. Scene 7 and 8  
[Source: Writer, 2024]

The picture above shows scene 7 when the lesson was going on, Dhiva was very lazy and slept in class so he was expelled. Scene 8 shows a scene where Dhiva rides a motorbike to approach a friend at a coffee shop.

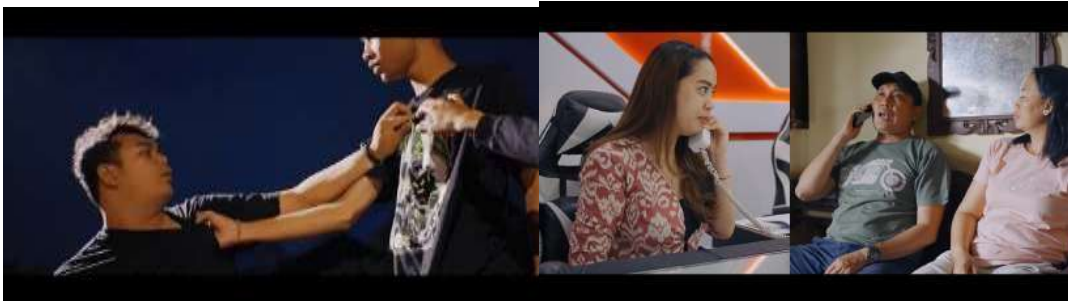


Figure 7. Scene 9 and 10  
[Source: Writer, 2024]

The picture above shows scene 9. Dhiva takes a friend's cell phone to play a game, then loses the game and triggers a fight with his friend. Scene 10 is when Dhiva's parents are contacted by the campus regarding unpaid tuition payments.



Figure 8. Scenes 11 and 12  
[Source: Writer, 2024]

In the picture above, scene 11 shows the scene of Dhiva's disappointed parents, disappointed and angry. Scene 12 Dhiva feels angry because her friends are starting to shun her because of her bad attitude at the graduation ceremony.



Figure 9. Scenes 13 and 14  
[Source: Writer, 2024]

In the picture above, scene 13 shows Dhiva going to the beach to vent his frustration and disappointment due to the situation he is facing due to his bad character, and scene 14 shows the scene of Dhiva being in the mountains in the process of calming himself down. Where the good representation of himself provides understanding to make himself aware of his behavior. bad for returning to being a good person.



Figure 10. Scene 15  
[Source: Writer, 2024]

The image above shows scene 15 with the band logo and song title "18.30" and displays the credit title with the background of waves on the beach in Perjelangan, afternoon and evening where the video was shot at 18.30.

## CONCLUSION

The result of this design is a video clip entitled 18.30 which will be disseminated via social media YouTube. Video clips are one of the important media for promotion by the band After the Day. The video clip design process goes through three important stages starting from pre-production, namely the initial design process by determining the concept, and scenario, to creating a storyboard. The second stage is production by shooting according to the plan prepared and finally entering the final stage, namely post-production by editing the video clip until it is finally ready to be published.

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