CHAPTER 1
INTRODUCTION

1.1 Background

Technology and communication are currently developing rapidly with the presence of internet assistance that is used by people from various groups. The internet is widely used by people to communicate, entertain, add knowledge, and so on. With a variety of functions, Internet users are now increasing, as stated by the Penyelenggara Jasa Internet Indonesia or known as APJII that Indonesian internet users at the end of 2014 reached 88 million people (Palinoan, 2017).

The presence of the Internet began to shift the position of the old media because the delivery of information took a long time to reach the ears of the public, so now it is switching to new media (new media) that is social media that uses various internet-connected applications such as chat, sites, emails, blogs, social networking, online newspapers, YouTube, and so on. Social media allows users and communities to create, collaborate and edit user content. The benefits of social media are that it provides a lot of experience for users, where users interact dynamically created data from user input, users can act as contributors on the site to provide reviews and comments, and allows users to clarify and find appropriate information (Goel, Islamia, & Singh, 2016).

Along with the development of technology, the media of entertainment step forward TV is not the only one any more media to access entertainment in the form of films, news or comedy because the development of technology provides solutions in accessing entertainment that can provide visuals in the form of images or sound as TV. One program/platform that can provide entertainment in the form of pictures or sounds is YouTube.

The entertainment in YouTube is developing fast because it can be seen from the many entertainment contents displayed on YouTube. Competition between entertainment program channels is getting tougher. The entertainment program offered on the YouTube site aims to entertain the viewers in the form of music, video clips, tutorials, parodies, horrors, reviews, etc.

Many peoples access YouTube for getting entertainment because YouTube is known as a very simple and can be accesses anywhere around the world and anytime. The more number of viewers, the greater opportunity for content creators to create more content. Even more so with the help of the subtitle menu that is available on YouTube.

YouTube platform provides some features to add and make your viewing experience more exciting, and to expand our reach, the name is a subtitle feature. The creators can add text and translation of titles, descriptions, and subtitles into the content that has been created. Thus, through the subtitle feature that allows the creators to add foreign languages, it is easy for the creators to input more than one language into their content as the content of a film (Kompiwin, 2017).

In generally, Content is something expressed through some media, as speech, writing, or any of various arts for self-expression, distribution, marketing, and publication. Typical forms of content creators include maintaining and updating websites, blogging, photography, videography, online commentary, the maintenance of social media accounts, editing, and distributing digital media. Content creators describe their content as the creation to contribute to the online world. One of the activities that we can create as our content is our daily activities. Considering so many ideas for creating content, it provides the chance to be a content creator.

A content creator is someone who is responsible for the contribution of information to any media, particularly digital media. The content creators usually target a specific

user in specific contexts. A content creator can contribute through several ways such as; blogging, sharing news, image, video, audio, email, social updates, creating such a content on YouTube and other related content. The most famous platform now is YouTube because it is one of the multimedia platforms. YouTube can give freedom for every content creator to express their expression.

The content creators can take up the issue from daily activities, and their contents might entertain the viewer. Moreover, the content related to the films, especially Indonesian short films, is indeed worthy for being appreciated by the local community, because a content is a form of creation of artists and film lovers who appreciate the Indonesian cultures, considering now many Indonesian people have tendency loving instant cultures, and the short film is also a tangible proof that Indonesian young generations are able to work to advance the national film industry through film festivals held by domestic and foreign institutions. There are many aspects that can be presented in a film, such as storylines, characters of the players, language styles, costumes, musical illustrations, and settings. Films always teach a moral message to the public who can easily absorb it. One of short films that can be used as a content is horror short film.

Horror short films are one of the popular genres of films in Indonesia. It can be seen from the YouTube trending column in which there are always videos with horror content such as; paranormal experiences or indigo children who were looking around at scary and haunted places. Furthermore, the experience of meeting ghosts, horror stories and mysteries with the storytelling concept are also no less good. There are always many connoisseurs who listen to those stories with great wisdom and even ask the creators to make other stories that are not less scary. People who like something horror usually feel happier, fresh, and can reduce their stress.

Furthermore, Indonesian people used to be the adherents of animism and dynamism. Animism is belief in the spirits of the ancestor's meanwhile dynamism is

belief that certain objects (e.g. the pocong, kuntilanak, and so forth) have supernatural power that can control human life. These beliefs make a lot of mystical stories about something circulating among ancient people as the result of being raised in Java Island that is rich of mystical stories.

Based on the explanation above, the writer is interested in becoming content creator who creates several contents related to horror short films. Then, those horror short films will be uploaded on You Tube to make them easier to be accessed by others. Thus, the writer is interested in conducting a study entitled "**The Designing of Horror Short Film Scripts as a YouTube Content**".

1.2. Problem Formulation

Based on the explanation above, the problem of this study can be formulated; how to design a short horror film script as YouTube content?

1.3. Problem Limitation

In this final report, the writer will design a short film. The writer will write the script in English.

1.4. Purpose

The purpose of this study is to know how to design a short horror film script as YouTube content.

1.5. Benefits

The benefits of this final report are:

1. For writer

This final report will be a good way to get knowledge and experience to design a short horror film as YouTube content. And it can increase writing skill by writing short horror film script as YouTube content.

2. For Readers

Giving information to design video for YouTube content, and giving additional knowledge especially in the field of content creator.

3. For Institution

Giving information and knowledge to students of State Polytechnic of Sriwijaya, especially for English Department students.