

Analisis transmedia storytelling dalam The LEGO Movie = Analisis transmedia storytelling dalam The LEGO Movie

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Abstrak

Transmedia storytelling merupakan sebuah narasi fiksi bersifat interaktif yang terjadi di berbagai platform media. Sejumlah perusahaan menerapkan transmedia storytelling dalam strategi branding-nya. Salah satunya adalah The LEGO Group melalui seri The LEGO Movie. Studi ini bertujuan untuk menganalisis penerapan transmedia storytelling dalam The LEGO Movie dengan analisis sequence dan analisis tujuh prinsip transmedia storytelling. Metode yang digunakan dalam studi ini adalah desk study dengan mengumpulkan sejumlah data sekunder yang relevan. Analisis sequence memperlihatkan rangkaian media yang digunakan dalam The LEGO Movie dan bagaimana kaitan antar medianya. Dalam analisis tujuh prinsip transmedia storytelling, penulis membahas unsur-unsur dalam seri The LEGO Movie yang dapat menjelaskan ketujuh prinsip tersebut. Adapun prinsip transmedia storytelling menurut Jenkins (2010) antara lain Spreadability vs. Drillability, Continuity vs. Multiplicity, Immersion vs. Extractability, Worldbuilding, Seriality, Subjectivity, dan Performance. Sebagai hasil, seri The LEGO Movie dapat mengimplementasikan seluruh prinsip transmedia storytelling tersebut. Dengan dua prinsip yang paling menonjol yaitu Immersion vs Extractability dan Performance.

Transmedia storytelling is an interactive fictional narrative that occurs on multiple media platforms. Several companies have implemented transmedia storytelling in their branding strategies. One of these companies is The LEGO Group through The LEGO Movie franchise. This study aims to analyze the implementation of transmedia storytelling in The LEGO Movie through sequence analysis and analysis of the seven principles of transmedia storytelling. The method used in this study is desk study with some secondary data collected. Sequence analysis shows all the media used in The LEGO Movie and the connection between them. In analyzing the seven principles of transmedia storytelling, the author examines the elements in the LEGO Movie that can explain the seven principles. According to Jenkins (2010), seven principles of transmedia storytelling are Spreadability vs. Drillability, Continuity vs. Multiplicity, Immersion vs. Extractability, Worldbuilding, Seriality, Subjectivity, and Performance. The results show that The LEGO Movie can implement all of the seven principles of transmedia storytelling, with two most significant principles that are Immersion vs Extractability and Performance.