

Analisis Pengaruh Kualitas Produksi Film Terhadap Attention Span Penonton: Studi Kasus Film "Pt Yak, Op!" Melalui Orang Film UI = Analysis of the Impact of Film Production Quality on Viewers' Attention Span: A Case Study of the Film "PT Yak, Op!" through Orang Film UI

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Abstrak

Skripsi terapan ini bertujuan untuk menganalisis pengaruh kualitas produksi film terhadap attention span (rentang perhatian) penonton, dengan studi kasus pada videoboard film pendek “PT Yak, Op!” yang ditayangkan melalui komunitas Orang Film UI. Di era digital yang sarat distraksi, industri film menghadapi tantangan besar dalam mempertahankan perhatian audiens, khususnya Generasi Z. Kualitas produksi film; termasuk aspek sinematografi, tata suara, dan editing, diyakini memegang peranan penting dalam menarik serta mempertahankan perhatian penonton. Metode penelitian yang digunakan adalah kuantitatif inferensial, melibatkan penyebaran kuesioner kepada 40 responden dari Program Vokasi Universitas Indonesia. Data dianalisis menggunakan statistik deskriptif, analisis korelasi, dan uji hipotesis. Hasil penelitian ini diharapkan dapat memberikan kontribusi teoritis dalam kajian psikologi perhatian dan seni audiovisual, serta rekomendasi praktis bagi pembuat film untuk meningkatkan keterlibatan audiens melalui peningkatan kualitas produksi.

.....This applied thesis aims to analyze the influence of film production quality on viewers' attention span, using the short videoboard film PT Yak, Op!, screened by the Orang Film UI community, as a case study. In today's distraction-heavy digital era, the film industry faces significant challenges in maintaining audience attention, particularly among Generation Z. The quality of film production; including cinematography, sound design, and editing, is believed to play a crucial role in capturing and sustaining viewers' attention. This study employs an inferential quantitative method, involving the distribution of questionnaires to 40 respondents from the Vocational Program of Universitas Indonesia. The data is analyzed using descriptive statistics, correlation analysis, and hypothesis testing. The findings of this research are expected to contribute theoretically to the study of attention psychology and audiovisual arts, as well as provide practical recommendations for filmmakers to enhance audience engagement through improved production quality.