

Research Article

The Meanings Behind Camera Movements of Live Sport Events

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Abstract.

The development of technology has had a very extraordinary impact on human civilization, such as the example of the development of the digital era in the world of videography. The focus of this study is analyzing the structure constructed by the camera movement of sport live events. The authors used semiotic analysis in this study to describe the live sports video of the event. The author then relates to the meaning of the visual signs of several scenes in each video, in order to understand the phenomena being studied, such as behavior, perception, and action in the form of words. Using Roland Barthes' analysis method, there are three meanings of visual messages in the camera movement sport live event, namely denotative, connotative, and mythical meanings.

Keywords: structure, camera movement, sport live action

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Published 15 August 2023

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the ICADECS Conference Committee.

1. Introduction

The development of the digital era today provides something more and is strongly influenced by technology at this time we enter the technology-based era. Videography technology is experiencing quite rapid development. The development of this technology then makes us no longer able to be static or stay in place. For today's society, a moment is a must-capture. Whether it's using a camera on a smartphone or using professionals. This assumption is based on the development of technology in the field of information and communication. One of the most visible things is the use of youtube as a digital communication medium. Youtube is a web-based mass media video sharing that facilitates its users to share the videos they have, or is limited to enjoying various videos uploaded by various parties. There are various kinds of videos that can be uploaded on this site, such as music clips, short films, television movies, movie trailers,

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educational videos, vlog blog videos, tutorial videos, and much more. This web-based mass media is also more in demand by audiences than television media. Because on Youtube we can choose any show that we want to enjoy. As is the case with Sport Live events by RedBull channels.

Creating sports videos requires special techniques to produce detailed and story-filled videos. The fast movements and interesting action make the *cameraman* able to take pictures quite difficult. In making live event sports videos, *cameramen* need to include certain techniques so that the resulting video is not monotonous and seems boring. There are several techniques such as how to shoot or various shots and some are referred to as camera movement. Camera Movement is an activity to build a dramatic atmosphere in a video or film shot by moving the camera. There are many reasons why the camera must be moved, in addition to being able to build a dramatic atmosphere, the use of precise camera movements can create more dynamic visuals, direct the viewer's attention to a particular subject, reveal or hide the dimensions of the space, and can also create more expressive visuals. Camera movements at this time are more varied and attractive, due to the development of technologistsi videography tools, namely drones.

Each shot has its own type of power to convey a message. In shooting techniques, there is motivation and purpose of camera movement to convey a message. Among them, expressing excitement, increasing tension, adding visual appeal and providing a change in angle. Video is a very relevant field of study for structural analysis or semiotics. A video has signs in it, therefore semiotics is a theory for studying a video. Videos are studied through a sign system consisting of verbal symbols, or in the form of icons or images. According to Umberto Eco, semiotic theory is able to explain the realm of sign phenomena more broadly. Semiotics examines the meaning of messages and the way messages are conveyed through signs. Some aspects of shooting when associated with semiotics also have different meanings. Therefore, this study is intended to analyze the semiotic structure of drone camera movements at Sport Live Events.

2. Method

This research uses qualitative descriptive research methods. According to Sugiono, qualitative research is research where researchers are placed as key instruments, data collection techniques are carried out in a combined and inductive manner[2] The rationale for using this method is because this study wants to know about phenomena

that exist and are in natural conditions, not controlled, laboratory or experimental. In accordance with the object that is the focus of this study, namely camera movements using fpv drones, the researcher uses a qualitative approach by describing the data obtained as a result of a study. Data collection was carried out by means of a study of sports live event works.

In research that uses this qualitative approach, researchers act as a key instrument as well as a data collector. Incidentally, researchers also have direct experience related to the object of study, namely the movement of drone cameras. By having direct experience, researchers can see and feel firsthand the phenomenon of using drone camera movements for sport live events. The data collection technique carried out is by observation and study of documents in the form of sports live event works. Observation is directed at the activity of paying attention accurately and considering the relationship of aspects in the phenomenon being observed in order to obtain data on a problem, so that an understanding is obtained or as a means of re-checking or proving the information or information obtained previously[3]. The data to be obtained using this technique is a general description of the object of study, namely the semiotic structure of drone camera movements at sport live events. While the documentation is looking for data on things or variables related to the topic of discussion studied[4] In this technique, the documentation carried out is to collect videos of sports live events using drones obtained through the Youtube channel.

3. Results and Discussion

Video as a form of art, has many purposes and purposes contained in its creation. Although the approach is not the same, it can be said that every video has a goal, which is to attract the attention of the person who sees it. In addition, the video is designed to serve both limited public and unlimited public purposes. The live-action sports video on the youtube channel "Red Bull" has advantages over sports events on similar channels. These advantages are in terms of broadcast technicality and shooting concepts.

In video analysis, camera movement is the most important element that makes it meaningful. The camera movement technique will determine the quality of the resulting image whether it meets the criteria in conveying the message to the viewer. The camera movement technique has codes that have their own meanings. They inform almost all

aspects of a viewer's whereabouts and provide a concept of the video being served. The method of shooting in the form of camera movement techniques in this study can serve as a marker.

Barthes found a map of how signs work. From the Barthes map, it can be seen that denotative signs consist of markers and markers. At the same time, however, denotative signs are also connotative markers. So in Barthes's concept the connotative sign not only has an additional meaning but also contains both parts of the denotative sign that underlie its existence. In the application of semiotics to video, each camera movement has its own meaning and interpretation.

Based on observation by observing video sport live action on the youtube channel "Red Bull", in terms of camera movements, several live sport action data were obtained as follows.

1. Movement with Panning technique



Figure 1: Surf shot cuts.

This scene shows an athlete surfing the waves. The visualization of the scene is made through the movement of the panning camera, where the camera moves horizontally with a static camera position from right to left. Through the pan camera movement technique, with a combination of low angle gambar shooting angle and full shot shooting size. The reason expressed on the use of the panning technique is to indicate the direction of motion of the object. Low angles are intended to indicate the height and magnitude of the waves. So, the meaning of the whole technique used is to show a sports scene with a tense situation, so that the audience can understand and get carried away to feel the tension that occurs in the action scene surfing on the waves.

2. Movement with follow technique



Figure 2: Shot climbing pieces.

One example of using camera movement techniques with tracking at the Redbull youtube channel live event is the rock climbing scene. The scene, which is done with the follow technique, depicts an athlete climbing a cliff that is so high and steep. The angle used is a high angle, this technique aims to show the depth or height of the cliff. While the composition applied is the Size of ROI. This composition is applied to show the comparison between the cliff and the athlete, where the athlete looks small in the shot, so that the audience can imagine and feel how big and the height of the climbed cliffs.



Figure 3: Shot sky diving pieces.

In the sky diving shot , it can be seen that the camera movement technique used is the following object. The recording that is done is to follow the object from behind. Teknik shooting by the way the camera follows where the moving object is trying to convey a dangerous impression. This follow camera movement aims to dramatize the

atmosphere when the object is in a fast movement and there is a lot of movement. So it is necessary to create a special atmosphere so that the image looks more attractive by applying the camera to follow where the object is moving. Because the object is experiencing fast movement, the recording device must use a special tool that functions to maintain shock so that the image looks stable. In this case used fpv drones.

4. Conclusions and Suggestions

Creating live sport action videos requires special techniques to be interesting to watch. One technique that can be used is camera movement. In the camera movement technique, there are motivations and goals to convey messages, including expressing excitement, increasing tension, adding visual appeal and providing angle changes. Redbull is a *sport action* competition event with a fairly high adrenaline rush. It requires camera movements and camera angles that are able to provide a different experience to the audience. So that the audience can follow, feel the tension, the fear, at every extreme action of the athletes.

Based on the semiotic analysis of follow pan, tracking, titing, and crabbing camera movements in Redbull's live sport action video, In the application of semiotics to video, each camera movement has its own meaning and interpretation. It is concluded that every camera movement has a variety of roles. Each camera movement technique can affect the dramatic level of each scene/action. This is because within each type of camera movement can produce different types of shots and image sizes.

After seeing the results of the analysis on the miotics of the movement of sports camera live events , the author suggests the use of drones in shooting or video for sport action, karena more flexible in determine the angle and movement of the camera so that the video is more realistic and dramatic.

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