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## THE APPLICATION OF VISUAL MAPPING AS A NEW MEDIA TO SUPPORT THE ATMOSPHERE AND AMBIANCE IN MUSIC EVENTS

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### ABSTRACT

So many music shows are held in Indonesia. Music shows are now also decorated by Video background or known as Visual Mapping. Visual Mapping is a new medium on the stage. This makes the writer want to make an observation on the atmosphere and ambiance provided by a Visual Mapping on a music event. Qualitative methods with observative techniques and interviews to obtain data and information needed to be used as a basis for data collection. The writer expects that visual mapping observation will be able to provide an explanation regarding visual mapping as a new media that provides an atmosphere & ambiance as well as a new experience for visitors.

**Keyword:** Music Event, Motion Graphics, Video Mapping, Ambience, Media.

### INTRODUCTION

Visual background comes as a new medium in an event stage. Visuals become a contributing factor to an event that that helps the main highlight to be more festive. That visual is in the form of video mapping. Video Mapping is a new method of creative technology.

A person who operates Video Mapping is referred to as VJ or Visual Jockey. VJ can operate his visuals on the big screen of the event. Video mapping integrates music as an event strategy. The integration of a visual and music provide a supporting factor for the artist as the main attention. Besides being a supporting factor, Visual also provides ambiance and atmosphere to become an experience for visitors or audiences who attend the event. The purpose of this

study is to find out the role of visuals towards the ambiance and atmosphere perceived by the audience and to get their own experience.

### **RESEARCH METHOD**

The author used several qualitative methods by collecting primary and secondary data to produce a design concept that would be applied. The methods that will be used is as follows:

Observation by conducting surveys and observing music concerts directly on the location of the event that uses Visual Background to be observed.

The market test method was carried out through an event "Arunika – Tonight Live." Data will be collected through interviews and questionnaires to visitors who come to the event. Field observation (attending events that have Visual and VJ in that events) The secondary data was in the form of Analyzing data, processing data after collecting data results (books, journals, e-books) related to Visual Mapping.

### **DISCUSSION**

#### **Market test result and analysis**

Market test results and analysis from 50 respondents. The results and analysis were carried out by creating a music event called "Arunika – Tonight Live." The event-themed "Retro" was created and equipped with "Visual Mapping" as a new medium to enliven an event. Visitors who come as respondents became the interviewee from the market test conducted. The following were the results of the market test analysis that has been carried out.

The results and analysis conducted on the "Arunika - Tonight Live" event showed that most of the visitors of the "Arunika - Tonight Live" event were 21-25 years old. Most, about 80% of the visitors of the "Arunika - Tonight Live" event like music concerts.

Most of the visitors of the "Arunika - Tonight Live" like music concerts, however, only a few of them know about Visual Jockey, moreover, there are some people who are uncertain because they have never heard of that profession. Most are unaware of the profession of Visual Jockey, but almost all visitors are aware of the visuals at an event.

The visual background is considered important in music concerts because it provides ambiance and builds the mood of the visitors who come. Visuals give a specific impression or ambiance that will always be memorized by visitors who come to attend the concert.

This test market concludes that the visitors really like the visuals displayed in the event. There are only a few people who know the profession of Visual Jockey, as the operator of the visuals displayed, however, the visuals in the event provide a distinct impression and added value to the event therefore, the event looks lively.



Figure 1. Photo of Arunika - Tonight Live  
Source: Adisa (2019)

### **Primary data research results**

These data have been collected through observation and interview methods that I did at the music event "Jatim Fair," coincidentally I was one of the Visual Jockeys in that event who operate the visuals for one of the local bands.

I made observations and conducted several interviews with the event organizer who held the Jatim Fair event. "The Visual Mapping held at that event gave the audience a new ambiance and enlivened the event," said Mas Anam, an event organizer for the multimedia division of that event.

Then I also replied to several responses from a local brand that I had accompanied with the Visual Mapping that I had created. "The visuals that have made the layer behind the stage was colorful and eye-pleasing," "The visuals that have created layers behind the stage are colorful and pleasing to the eye," said FYN Musik, a local band that I have accompanied with visuals. They really like the Visual Mapping that I have made.



Figure 2. Photo of East Java Fair  
Source: Marko (2019)

### **Competitor research results**

Competitor research results were carried out using the field observation method. One of the events that I have visited to become the result of this observation was the "Jatim Fair" which was held in Surabaya city. The event was a music event that was equipped with Visual Mapping.

Several Visual Jockeys (VJs) were also present to enliven the event. One of them is the VJ of the band "NAIF." The visuals that were played also made my research an object of observation for competitors. The visuals operated are highly appropriate with the song performed by the band "NAIF", where the tempo of the song fits perfectly with the visuals being played. "NAIF" is a classical musician who give color to Indonesian music since a long time ago, however, with the

presence of visuals, it surely gives the impression to the audience to go back to classical times. Moreover, I also noticed that the visitors were intrigued and carried away by that lively event.

### **New Media literature research results**

The advancement of science and technology also affects developments in the arts and culture in the sector of arts and culture on the assets owned in Indonesia. Visual mapping is one of the new media arts that has its own appeal for the audience. (*Interpretasi Angklung Dalam Bentuk Visual Pada Pertunjukan Video Mapping, 2018*).

The high number of events held in Indonesia, yet there are also many events that are less successful, due to monotonous and boring events. That event has to follow technological developments, therefore the event is not monotonous and provides something new or valuable to the audience and visitors who came to the event. The event must follow technological developments so that the event is not monotonous and provides something new or valuable to the audience and visitors who come to the event. In the journal “Representation of Betawi culture” in the video mapping “Revitalization of the Old City of Jakarta”, 2015” explained that the integration between cultures that had long been left out but was presented in a modern format that is video mapping. Cultures such as Betawi Mask Dance, Betawi Crocodile Bread, and Ondel – Ondel Betawi can be enjoyed with modern graphic arts that are appropriate to the original shape of the objects. Where it is explained that any event requires technological development in the form of concepts up to the media used. Visual mapping or video mapping can also become a medium in various events from cultural events to music concerts. Visual mapping becomes a creative, innovative, and interactive medium at the events held.

### **Visual Mapping**

Technical applications of video mapping on architecture are using lighting and projections in order to create an optical illusion impact on objects. That object acts as a giant screen in showing audio-visual content aimed at the audience who watched it (*Interpretasi Angklung Dalam Bentuk Visual Pada*

*Pertunjukan Video Mapping, 2018*). The visual mapping design stage can be summarized into four stages. The first stage, the facade determination is a selection of the field or object that will be used as a visual mapping. That field can take the form of any object that can be fired by projection light, or a gigantic LED screen, where an image is directly displayed without a projection device. The second stage is software selection. The software used depends on the function of its usage. One of which is the "Resolume" software which has functions for operating in visual display. Then the "V-Can" software which has the function for measuring the object scale and size to be displayed or in other words is "mapping." The third stage is Content creation. The content is based on the concept to be displayed in the visual mapping. The third stage is Content creation. The content is based on the concept to be displayed in the visual mapping. The fourth stage is the playback trial. This stage is the final stage before showing a visual mapping. All preparations must have been set and tested starting from the tools used to the visuals that will be displayed. The visual mapping is made according to the theme, lyrics, and conveying atmosphere through music that is being performed by the performer/artist, therefore it would leave an impression on the audience. (*Penyutradaraan Projection-Mapping Sebagai Dukungan Visual Dalam Pementasan Musik Dhira Bongs, 2018*)

## CONCLUSION

Visual mapping is a technique that uses lighting and projection to create optical illusions on objects. These objects will visually change from their ordinary shape to become a new shape that is different and very fantastic. These visual changes occur from a projection that displays digital video graphics to an object, thing, or field.

In Indonesia, there are a lot of events that have been held, from small music events to magnificent and spectacular stages. With the presence of visuals, the event became a lively event. That term began to dominate the music stages today, from small cities to big cities like Surabaya. One of which is music events such as the East Java Fair and Jazz Traffic. These events were enlivened with guest stars and spectacular visuals.

The VJ profession as a gigantic screen checker has begun to be noticed by event organizers. Event organizers also want to make the event look attractive and spectacular. It's not only the event organizers who need the services of a VJ but bands and musicians also use VJ as supporting media on stage when the star performs at an event. Visual mapping has currently become a new medium as the supporter in an event. The event is a music concert event, where the visuals following with the musical tones that are being played or in other words by synchronizing with the music at that event. Those visuals are greatly helped the musicians or artists who are in the main spotlight on the stage, where the visual assist the main highlight to become the material that supports the star who is in the spotlight. It's not only musicians and guest stars, but visitors are also astonished by presenting the effect of ambiance and atmosphere in the event. The visuals created pleased the eyes of the audience, therefore the audiences have their own experience for the audience who comes to visit the event. The point that is required to continue this business research further is the technical aspects of visual mapping to assist the design process of visual mapping.

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