

# The Development of Stop Motion Technique in Animation Films During 2015-2018 and its Impacts on The Animation Creative Industry in Indonesia

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**Abstract.** During the last few years the number of stop motion animation films that aired in cinemas is growing rapidly. This is possible because of the changes in the market orientation which is looking for variations outside of the 2D or 3D animations. Based on the results of a survey on 17-21 year old citizens in Surakarta, Yogyakarta, Surabaya, Bandung and Jakarta in 2015, the popularity of stop motion technique in Indonesia is far lower than the popularity of 2D and 3D animation techniques. Using quantitative and qualitative approaches through surveys and interviews, this study aims to analyze the development of stop motion animation technique and its impacts on creative animation industry in Indonesia during 2015-2018.

**Keywords:** stop motion animation, 2D/3D animations, creative industry.

## 1 Introduction

In 2012 an animated film entitled *ParaNorman* received 1 Oscar nomination and won 24 awards and 37 nominations for various categories at several film festivals around the world. This proves that stop motion animation has the capacity to compete with other types of animation, both two dimensional and three dimensional ones. As the oldest animation technique in the world, stop motion can be defined as the creation of motion illusion which is recorded frame by frame sequentially by using film, photos, or videos by manipulating, usually using hands, some solid objects or puppets or cut-out images in a physical setting that has been specifically designed [1]. The stop motion principle itself was found accidentally when a French man named Georges Melies in the early 19th century used transparent straps, door stairs (for magic trick), clear glass, smoke, and various tools to create illusions and magic trick. In one of his stage acts he recorded the show himself. During the recording, the camera jammed a few seconds so he lost the moment of the scene being played. It was this trivial accident which then changed everything, not only the work of George Melies, but also the work of films around the world [2]. Since then the technique has been adopted by many filmmakers, such as J. Stuart Blackton, an American who produced a film called *Fun in a*

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*Bakery Shop* in 1902, Thomas Alfa Edison with several movie clips of dancing women in the early 1900s, Ladislas Starewitch, a Russian who produced a legendary stop motion animation film *The Tale of the Fox* (1930), and Tim Burton with his film titled *Nightmare Before Christmas* (1989).

In the world of the animation industry, the name of Indonesia has been slowly but surely becoming known. The presence of a three-dimensional animated film entitled *Merah Mimpi* or *Sing to the Dawn* (2008) produced by Infinite Frameworks, an animation production house in Batam, Mediacorp Raintree Pictures, Media Development Authority and Scorpio East Pictures. In 2011 a three-dimensional animated short film entitled *Pada Suatu Ketika* produced by Lakon Animasi Solo became viral due to the world attention that it received through the clip uploaded on a *youtube* page. These films were then followed by the presence of a two-dimensional animated film entitled *Battle of Surabaya* (2015) which won 9 best animated film awards and 2 nominations in several categories at various world film festivals. In 2017 there was also an animated film entitled *Knight Kris* which was a local animated film produced by Viva Fantasia Animation.

From the above description, it can be noted that of the many animated films produced by Indonesian film artists, all of them are animated films produced with 2D and 3D techniques, and that there is still no noticeable presence and contribution of animated films with stop motion techniques. This paper seeks to review the contribution level of stop motion animation in the creative industry in Indonesia nowadays.

## 2 Literature Review

Cited from several sources such as [www.stopmotionanimation.com](http://www.stopmotionanimation.com), Stop Motion Magazine, Wikipedia, and Imdb, in 2015-2018 there were about 17 stop motion animation films that were aired commercially. This number is small compared to 2D and 3D animation films. However, some films with stop motion techniques were able to compete in term of profit with animated films using other techniques. Some of the commercially successful stop motion animated films are; *Shaun the Sheep Movie* and *Little Prince* which ranked 9th and 10th of animated films with highest income in 2015 and *Isle of Dogs* and *Early Man* films which ranked 7th and 8th of animated films with highest income In 2018.

In Indonesia, the data from the Industry and Trade Office of East Java showed that the animation industry in general was able to contribute 1.25% of the gross regional domestic product (GRDP) in 2016 which reached Rp1,855 trillion. The Head of the East Java Industry and Trade Office, Ardi Prasetyawan, said that the contribution of the animation creative industry to the East Java economy was greater than those of transportation and public and goods transport industries. It is also predicted that the contribution of the animated creative industry to the GRDP of East Java will continue to rise if it is well managed and developed.

Triawan Munaf, the Head of the Creative Economy Agency (Bekraf) of the Republic of Indonesia, also stated that animation is one of the potential creative economy sub-sectors for Indonesia. The Gross Domestic Products (GDP) of the creative economy produced in 2016 amounted to Rp. 922.59 trillion. While the growth rate of the film, animation and video subsector was 10.09%. In 2017, the Creative Economy Outlook data from the collaboration between Bekraf and the Central Statistics Agency (BPS) shows that the contribution of the film, animation and video subsector has reached a very rapid growth of 6.68%.

### 3 Research Method

Data survey and questionnaire dissemination in the field were successfully conducted in March-July 2018 and the results showed that teenagers aged 17-21 years were very fond of animated films with various techniques, either 2D, 3D, or stop motion. Of the 100 respondents in various major cities in Indonesia, 25% said that they knew stop motion technique and liked this technique. However, there were more of them who liked 2D and 3D techniques, 35% (2D) and 40% (3D). Regarding the assumption on the complexity level in the production process of stop motion animation techniques, it turned out that the point was quite small at 20%. 3D animation was considered more complicated and had a high level of technical difficulty (45%), the rest (35%) was the assumption point regarding the complexity of making 2D animation. Regarding production costs, animation with stop motion techniques showed the highest percentage (45%), followed by 3D (35%), and 2D (20%).

### 4 Results and Discussions

It is unfortunate that the trend of stop motion animation in the western world has not spread to Indonesia. The number of stop motion animation actors in Indonesia is still very low, even though the stop motion animation display is unique and seems experimental which is very suitable with the visual tastes of the younger generation. When viewed from the survey and questionnaire results, the young generation's interest to watch animation with stop motion techniques is also relatively high. If observed from the commercial term, stop motion techniques are currently only present in a number of television advertising video products. Such as: *Animal* version of Avanza car advertisement (2014), *CoMenity* version of Samsung Galaxy advertisement (2015), WWF public service advertisement (2015), and *Dancow Balita Madu* advertisement (2014). In addition, stop motion in Indonesia is only known in the area of independent short films whose target is film festivals, both at national and international levels, or online distribution through internet media such as *youtube* and *vimeo* like: *Help!*, *Invasion of The Penguins*, and *Balloons*, short animated films by Firman Widiasmara and Lanting Studio which can be found on *Youtube* pages and have been screened at several short film festivals. Those films managed to get awards at various festivals. However, they have not been enough to move the wheel of the creative industry which is currently receiving considerable attention by the Indonesian government.

### 5 Conclusion

Considering the existing potential, it is very important to develop stop motion animation production, moreover Indonesia has Vocational High Schools with Animation, Multimedia, and Visual Communication Design programs. Basic stop motion animation techniques can be taught at the vocational high school level and continued to the advanced techniques at the university level in the same departments. With a variety of techniques that students have as the future animator candidates, Indonesia will have the resources to compete at the global level, because basically Indonesia has the largest human resources in the field of animation after China, given the quite large and the young generation who grew up with the advancement of increasingly sophisticated digital technology. Thus, the success of the creative industry in Indonesia can soon be achieved as the results.

## References

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