

RINGKASAN

Multimedia sebagai media promosi saat ini adalah alternatif promosi melalui video. Perkembangan video beberapa tahun belakangan ini juga terus mengalami perkembangan yang pesat dengan teknologi yang semakin maju pula. Rotoscoping adalah salah satu kemajuan dunia video. Shoes and care Purwokerto sebagai jasa perawatan sepatu di Purwokerto. Tujuan penelitian ini adalah menerapkan teknik rotoscoping pada pembuatan video iklan sebagai media promosi Shoes and Care Purwokerto menggunakan metode penelitian dari Scott Squires dengan tahapan Pre-Production / Preparation, Production / Acquisition dan Post-Production / Image Manipulation. Penelitian menghasilkan video iklan profile sebagai media promosi yang efektif berekstensi .mp4. Dengan adanya video ini bias digunakan sebagai salah satu medi promosi di sekolah – sekolah, kampus, event dan dapat diakses melalui media sosial.

Kata kunci: Rotoscoping, Shoes And Care Purwokerto, Compositing, Video Iklan, Multimedia.



ABSTRACT

Multimedia as a media campaign is currently an alternative promotion through video. The development of videos in recent years also continues to experience rapid development with increasingly advanced technology as well. Rotoscoping is one of the progress of the video world. Shoes and care Purwokerto as shoe care service in Purwokerto. The purpose of this research is to apply rotoscoping technique to making video advertisement as promotion media of Shoes and Care Purwokerto using research method from Scott Squires with Pre-Production / Preparation, Production / Acquisition and Post-Production / Image Manipulation. Research produces video advertising profile as an effective promotional media with .mp4 extension. With this video can be used as one of the promotional media in schools, campuses, events and can be accessed through social media.

Keywords: Rotoscoping, Shoes and Care Purwokerto, Promotion Media, Video Advertising, Multimedia.

