

INTISARI

Pada saat ini, masyarakat dapat menikmati layanan internet melalui koneksi Wifi (Wireless Fidelity) juga hotspot hal ini disebabkan karena mudah diakses dan memiliki penerapan yang dapat meluas. CV Media Computindo merupakan salah satu perusahaan dibidang teknologi dan telekomunikasi, namun memiliki permasalahan sumber informasi pengiklanan yang masih ada konvensional menggunakan sumber informasi door to door dan media brosur. Menggunakan metode Multimedia Development Life Cycle (MDLC) dengan tahapan-tahapan pada metode tersebut diharapkan dapat mengatasi permasalahan pada media pengiklanan CV Media Computindo dengan membuat video animasi 2 dimensi. Berdasarkan hasil penelitian yang dilakukan, peneliti membuat dan mengembangkan video animasi 2 dimensi yang berisi fitur dan pilihan paket internet dengan teknik motion graphic yang berdurasi 1 menit 36 detik. Berdasarkan hasil uji kuesioner terhadap 40 responden dapat disimpulkan bahwa 40 responden menilai sangat setuju dengan video animasi 2 dimensi iklan jasa layanan internet tersebut dan hasil penilaian responden dengan indeks presentase tingkat keberhasilan yang didapat sebesar 86,80% yang berada dalam kategori “Sangat Setuju” untuk ditampilkan dan dipublikasikan kepada masyarakat umum.

Kata kunci: Internet, Wifi, Animasi 2 Dimensi, Iklan.

ABSTRACT

At this time, people can enjoy internet services through Wifi (Wireless Fidelity) connections as well as hotspots, this is because they are easy to access and have widespread applications. CV Media Computindo is one of the companies in the field of technology and telecommunications, but has problems with sources of advertising information that there are still conventional sources using door to door information and media brochures. Using the Multimedia Development Life Cycle (MDLC) method with the stages in this method is expected to overcome problems in CV Media Computindo's advertising media by making 2-dimensional animated videos. Carried out, the researcher created and developed a 2-dimensional animated video containing features and internet package options using motion graphic techniques with a duration of 1 minute 36 seconds. Based on the results of the questionnaire test on 40 respondents, it can be concluded that 40 respondents rated strongly agree with 2-dimensional animated video of the internet service advertisement and the result of the respondent's assessment with the percentage index of the success rate obtained was 86.80% which was in the "Strongly Agree" category for displayed and published to the general public.

Keyword: Internet, Wifi, 2D Animation, Advertising.