

## INTISARI

Yudilai Cake merupakan salah satu Usaha Mikro Kecil dan Menengah (UMKM) yang terletak di Kabupaten Banyumas yang bergerak di bidang industri makanan, terutama kue kering, kue basah, dan nasi kotak. Yudilai Cake memproduksi berbagai macam kue dan makanan lainnya antara lain: donat kukus, bolu gulung, bolu singkong, nasi kotak, nasi tumpeng, nasi kuning, puding ceplok telur, puding mawar kaca, brownies lumer, brownies pizza, dan masih banyak lagi. Saat ini Yudilai Cake masih menggunakan promosi dari mulut kemulut dan untuk pemesanan bisa via Whatsapps ataupun datang langsung ke lokasi. Untuk meningkatkan promosi diperlukan sebuah video promosi animasi 2D yang dapat menarik minat calon pelanggan agar tertarik untuk membeli produk dari Yudilai Cake. Video promosi 2D ini dibuat menggunakan teknik motion graphic. Penelitian ini menghasilkan sebuah video promosi animasi 2D Yudilai Cake menggunakan teknik motion graphic dengan durasi 2 menit 45 detik. Video promosi 2D yang dibuat telah diupload ke Youtube untuk meningkatkan promosi UMKM Yudilai Cake.

Kata Kunci : Video Promosi, UMKM, Motion Graphic

## **ABSTRACT**

*Yudilai Cake is one of the Micro, Small and Medium Enterprises (UMKM) located in Banyumasu Regency which is engaged in the food industry, especially pastries, cakes and rice boxes. Yudilai Cake produces various kinds of cakes and other foods, including: steamed donuts, roll sponge, cassava cake, boxed rice, tumpeng rice, yellow rice, fried egg pudding, glass rose pudding, melted brownies, pizza brownies, and many more. Currently Yudilai Cake is still using word of mouth promotions and for orders you can via Whatsapps or come directly to the location. To increase promotion, a 2D animated promotional video is needed that can attract potential customers to be interested in buying products from Yudilai Cake. This 2D promotional video was made using motion graphic techniques. This research produces a promotional video for Yudilai Cake's 2D animation using motion graphic techniques with a duration of 2 minutes 45 seconds. The 2D promotional video that has been made has been uploaded to Youtube to increase the promotion of UMKM Yudilai Cake.*

*Keywords: Promotional Video, UMKM, Motion Graphics*

