

INTISARI

Penelitian ini bertujuan untuk merancang animasi 2D sebagai media promosi digital bagi UMKM, khususnya Warung Gorengan Bu Darmi di Kabupaten Banyumas. Latar belakang penelitian didasarkan pada rendahnya efektivitas promosi konvensional UMKM dan minimnya pemanfaatan media digital, padahal media sosial telah menjadi platform utama dalam pemasaran produk. Animasi 2D dipilih karena memiliki daya tarik visual tinggi, mampu menyampaikan pesan secara menarik, serta dinilai efektif dalam membangun brand awareness dan memperluas jangkauan konsumen. Metode penelitian menggunakan tahapan pengumpulan data berupa observasi, wawancara, dan studi dokumentasi langsung di lokasi UMKM. Proses perancangan animasi mengikuti tiga tahapan produksi multimedia: pra-produksi (ide, skenario, storyboard, audio), produksi (perancangan aset visual, penganimasian karakter dengan Adobe Illustrator dan After Effects), dan pasca-produksi (rendering video MP4 dan distribusi melalui media sosial). Alpha testing dilakukan untuk memastikan kesesuaian animasi terhadap kebutuhan promosi UMKM. Hasil akhir berupa video animasi berdurasi 1 menit 19 detik yang menampilkan visualisasi proses usaha Bu Darmi secara sinematik. Animasi ini diharapkan dapat menjadi solusi strategis dalam meningkatkan daya saing UMKM melalui promosi digital yang lebih menarik, kreatif, dan menjangkau konsumen secara luas. Penelitian ini memberikan kontribusi teoritis dalam pengembangan ilmu komunikasi visual dan manfaat aplikatif bagi pelaku UMKM dalam era digital.

Kata kunci: animasi 2D, UMKM, media sosial, promosi digital.

ABSTRACT

This research aims to design 2D animation as a digital promotional medium for MSMEs, specifically Bu Darmi's fried snack shop in Banyumas District. The background of the research is based on the low effectiveness of conventional promotion for MSMEs and the minimal use of digital media, even though social media has become a primary platform for product marketing. 2D animation is chosen for its high visual appeal, ability to convey messages engagingly, and is deemed effective in building brand awareness and expanding consumer reach. The research method uses data collection stages in the form of observations, interviews, and direct documentation studies at the MSME locations. The animation design process follows three stages of multimedia production: pre-production (ideas, scripts, storyboards, audio), production (designing visual assets, character animation using Adobe Illustrator and After Effects), and post-production (rendering MP4 video and distribution via social media). Alpha testing is conducted to ensure the suitability of the animation for the promotional needs of MSMEs. The final result is a 1 minute and 19 seconds animated video that showcases a cinematic visualization of Mrs. Darmi's business process. This animation is expected to be a strategic solution in increasing the competitiveness of MSMEs through more engaging, creative digital promotion that reaches a wide range of consumers. This research contributes theoretically to the development of visual communication science and provides practical benefits for MSME actors in the digital era.

Keywords: 2D animation, MSMEs, social media, digital promotion.