

## ABSTRAK

Perkembangan media digital mendorong industri penerbitan buku untuk memanfaatkan media promosi yang lebih inovatif dan menarik secara visual. Zahira Media Publisher telah memanfaatkan media sosial sebagai sarana promosi, namun konten yang digunakan masih didominasi oleh media statis dan video informatif sederhana sehingga kurang optimal dalam menarik perhatian audiens. Oleh karena itu, penelitian ini bertujuan untuk merancang animasi 2D iklan promosi Zahira Media Publisher menggunakan teknik Puppet Pin guna menghasilkan pergerakan karakter yang halus, konsisten, dan komunikatif sebagai media promosi digital. Metode pengembangan yang digunakan adalah Multimedia Development Life Cycle (MDLC) yang meliputi tahap *concept*, *design*, *material collecting*, *assembly*, *testing*, dan *distribution*, serta menerapkan prinsip dasar animasi seperti *appeal*, *straight ahead action* dan *pose to pose*, *follow through and overlapping action*, serta *anticipation*. Hasil penelitian berupa animasi 2D iklan promosi dengan kualitas visual yang menarik dan pergerakan karakter yang stabil. Pengujian efektivitas animasi dilakukan melalui kuesioner terhadap tiga kelompok responden, yaitu responden umum, ahli, dan pihak perusahaan. Hasil pengujian menunjukkan bahwa responden umum memperoleh nilai rata-rata indeks sebesar 73,87% dengan kategori setuju, uji validitas ahli sebesar 72% dengan kategori setuju, serta penilaian dari pihak perusahaan sebesar 81,33% dengan kategori sangat setuju. Berdasarkan hasil tersebut, dapat disimpulkan bahwa animasi 2D berbasis teknik Puppet Pin yang dikembangkan layak dan efektif digunakan sebagai media promosi Zahira Media Publisher di media sosial.

Kata kunci: animasi 2D, Puppet Pin, media promosi, penerbit buku, MDLC.

## **ABSTRACT**

*The rapid development of digital media has encouraged the book publishing industry to utilize more innovative and visually engaging promotional media. Zahira Media Publisher has adopted social media as a promotional platform; however, the content remains dominated by static media and simple informational videos, making it less effective in attracting audience attention. Therefore, this study aims to design a 2D promotional animation for Zahira Media Publisher using the Puppet Pin technique to produce smooth, consistent, and communicative character movements as a digital promotional medium. The development method employed in this study is the Multimedia Development Life Cycle (MDLC), which consists of the stages of concept, design, material collecting, assembly, testing, and distribution, while also applying basic animation principles such as appeal, straight ahead action and pose to pose, follow through and overlapping action, and anticipation. The result of this study is a 2D promotional animation with attractive visual quality and stable character movement. The effectiveness of the animation was evaluated through questionnaires distributed to three groups of respondents: general audiences, experts, and company representatives. The evaluation results indicate that general respondents achieved an average index score of 73.87% in the agree category, expert validation obtained 72% in the agree category, and the company assessment reached 81.33% in the strongly agree category. Based on these findings, it can be concluded that the 2D animation developed using the Puppet Pin technique is feasible and effective as a promotional medium for Zahira Media Publisher on social media.*

*Keywords: 2D animation, Puppet Pin, promotional media, book publisher, MDLC.*