

ABSTRAK

Penelitian ini bertujuan merancang video promosi Produk Herbal Dianesia menggunakan *motion graphic* dengan penerapan teknik *rhythmic editing* sebagai media promosi digital untuk mendukung peningkatan *brand awareness*. Penelitian dibatasi pada proses perancangan video, penerapan *motion graphic* dan *rhythmic editing*, serta publikasi melalui TikTok dan Instagram Reels. Pengumpulan data dilakukan melalui studi pustaka, observasi, dan dokumentasi. Proses perancangan menggunakan metode 3P yang terdiri atas *pre-production*, *production*, dan *post-production*. Tahap *pre-production* mencakup penentuan target audiens, konsep, *storyline*, *script*, *storyboard*, serta perencanaan visual, aset, dan audio. Tahap *production* meliputi pengolahan material, penyusunan komposisi, dan pembuatan animasi menggunakan Adobe After Effects. Tahap *post-production* meliputi pemeriksaan visual, pengolahan audio menggunakan CapCut Pro, serta ekspor video akhir berformat vertikal 9:16 dengan durasi 35,08 detik. Hasil publikasi menunjukkan TikTok memperoleh 4.223 tayangan, 51 suka, 24 komentar, dan 2 simpan, sedangkan Instagram Reels memperoleh 621 tayangan, menjangkau 276 akun, memperoleh 22 suka, 15 komentar, dan satu pengikut baru. Hasil tersebut menunjukkan bahwa video dapat digunakan sebagai media promosi digital dan memperoleh *respons* audiens, meskipun peningkatan *brand awareness* secara langsung masih memerlukan pengukuran lanjutan.

Kata Kunci: *Motion Graphic*, *Rhythmic editing*, Video Promosi, *Brand Awareness*, Produk Herbal.

ABSTRACT

This study aimed to design a promotional video for Dianesia Herbal Product using motion graphics and rhythmic editing as digital promotional media to support increased brand awareness. The study was limited to the video design process, the application of motion graphics and rhythmic editing, and publication through TikTok and Instagram Reels. Data were collected through literature review, observation, and documentation. The design process employed the 3P method, consisting of pre-production, production, and post-production. Pre-production included determining the target audience, concept, storyline, script, storyboard, and planning the visuals, assets, and audio. Production covered material processing, composition arrangement, and animation development using Adobe After Effects. Post-production included visual inspection, audio processing using CapCut Pro, and exporting the final vertical video in a 9:16 format with a duration of 35.08 seconds. Publication result showed that TikTok generated 4,223 views, 51 likes, 24 comments, and 2 saved, while Instagram Reels generated 621 views, reached 276 accounts, received 22 likes, and 15 comments, and gained one new follower. These results indicate that the video can be used as digital promotional media and generate audience responses, although direct improvement in brand awareness still requires further measurement.

Keywords: Motion Graphic, Rhythmic editing, Promotional Video, Brand Awareness, Herbal Product.