

## ABSTRAK

Twixx Factory merupakan merek parfum lokal yang melakukan peluncuran ulang (*relaunch*) produk dengan empat varian, yaitu Pop, Swordman, Anubis, dan Oshun. Untuk mendukung promosi pada platform media sosial, dibutuhkan media visual yang menarik dan informatif. Penelitian ini bertujuan merancang dan membangun video animasi 3D *mockup* produk Twixx Factory sebagai media promosi digital, serta mengukur tingkat kelayakannya. Penelitian menggunakan metode *Multimedia Development Life Cycle* (MDLC) yang terdiri atas enam tahap, yaitu *concept*, *design*, *material collecting*, *assembly*, *testing*, dan *distribution*. Proses pemodelan, pemberian material, pembentukan *environment*, animasi, dan *rendering* dilakukan menggunakan Blender 4.4 dengan *Cycles GPU*, penyuntingan akhir menggunakan CapCut, serta narasi suara memanfaatkan Google AI Studio. Video final dihasilkan dalam format MP4 beresolusi  $1080 \times 2160$  piksel (*portrait*) berdurasi  $\pm 25$  detik. Pengujian dilakukan terhadap ahli media, ahli materi (pihak *brand*), dan target audiens menggunakan kuesioner skala Likert. Hasil pengujian menunjukkan persentase kelayakan sebesar 87% dari ahli media, 92% dari ahli materi, dan 87,14% dari 42 responden target audiens, yang seluruhnya termasuk kategori Sangat Layak. Dengan demikian, video animasi 3D *mockup* produk Twixx Factory dinyatakan sangat layak digunakan sebagai media promosi digital.

Kata kunci: animasi 3D, MDLC, media promosi digital, *mockup*, parfum

## ABSTRACT

*Twixx Factory is a local perfume brand that relaunched its products with four variants, namely Pop, Swordman, Anubis, and Oshun. To support promotion on social media platforms, an attractive and informative visual medium is needed. This study aims to design and build a 3D mockup animation video of Twixx Factory products as a digital promotion medium and to measure its feasibility. The research applied the Multimedia Development Life Cycle (MDLC) method, consisting of six stages: concept, design, material collecting, assembly, testing, and distribution. Modelling, material application, environment construction, animation, and rendering were carried out using Blender 4.4 with Cycles GPU, final editing used CapCut, and voice narration utilized Google AI Studio. The final video was produced in MP4 format at a resolution of  $1080 \times 2160$  pixels (portrait) with a duration of approximately 25 seconds. Testing was conducted with media experts, material experts (the brand), and the target audience using a Likert-scale questionnaire. The results showed feasibility percentages of 87% from media experts, 92% from the material expert, and 87.14% from 42 target-audience respondents, all of which fall into the Very Feasible category. Therefore, the 3D mockup animation video of Twixx Factory products is declared highly feasible for use as a digital promotion medium.*

**Keywords:** 3D animation, digital promotion media, MDLC, mockup, perfume