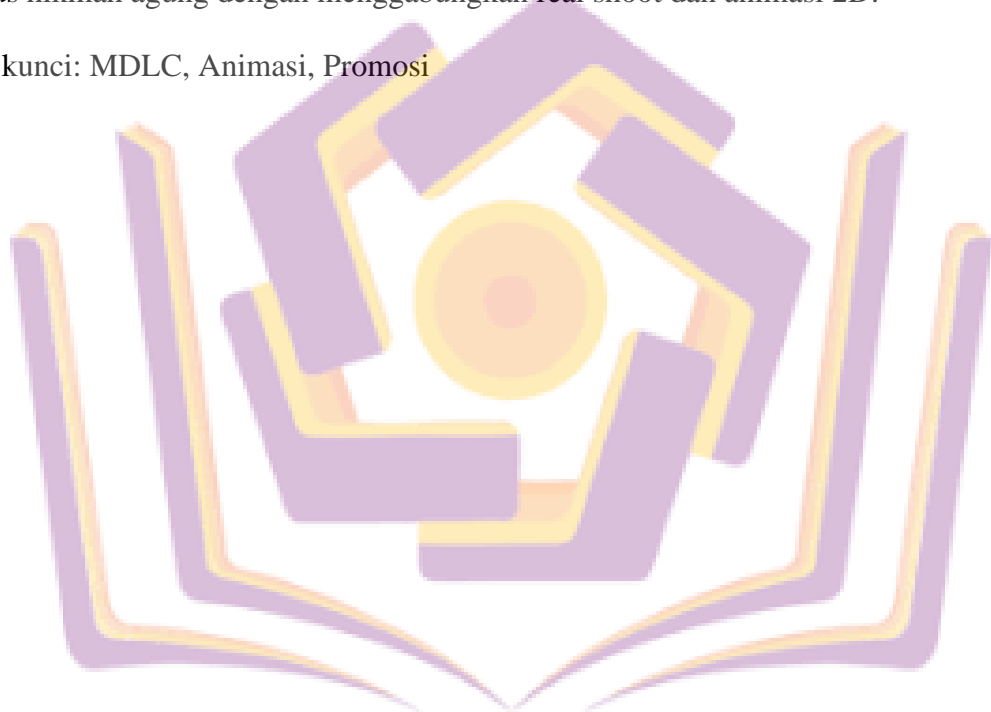


INTISARI

Perusahaan Otobus Hikmah Agung merupakan perusahaan yang menyediakan jasa penyewaan transportasi berupa bus, bus yang tersedia meliputi bus dengan ukuran besar, ukuran medium dan memiliki trayek Jawa – Bali. Tujuan penelitian ini yaitu dengan video promosi bus P.O Hikmah Agung dengan menggabungkan Real Shoot dan Animasi 2D. Metode pengembangan sistem yang digunakan adalah metode MDLC (Multimedia Development Live Cycle). Penelitian ini dimulai dengan tahapan yang runtut seperti pra-production, production dan pasca-production. Hasil berupa video promosi bus perusahaan otobus hikmah agung dengan menggabungkan real shoot dan animasi 2D.

Kata kunci: MDLC, Animasi, Promosi



ABSTRACT

Otobus Hikmah Agung Company is a company that provides transportation rental services in the form of buses, buses that are available include large, medium-sized buses and have the Java-Bali route. The purpose of this study is to promote the P.O Hikmah Agung bus video by combining Real Shoot and 2D Animation. The system development method used is the MDLC (Multimedia Development Live Cycle) method. This research begins with the coherent stages such as pre-production, production and post-production. The results of the promotion video bus company autobus great wisdom by combining real shoot and 2D animation.

Keywords: MDLC, Animation, Promotion

