

INTISARI

SD QiTa memiliki peran penting dalam membentuk dan mengembangkan potensi siswa dengan visi sebagai sekolah teladan dalam membentuk generasi berkarakter Islami, cerdas, kreatif, dan mandiri. Misi SD QiTa mencakup menciptakan lingkungan belajar nyaman, pengamalan amal saleh dan akhlak mulia, serta penumbuhan kepemimpinan unggul, kemandirian, kecerdasan, dan kekuatan fisik yang berlandaskan nilai-nilai Islam. Dari wawancara dengan Kepala Sekolah, terungkap bahwa SD QiTa menghadapi masalah dalam dokumentasi dan sistem promosi tradisional. Meskipun memiliki media sosial seperti YouTube, Instagram, dan website, SD QiTa masih terkendala mengikuti tren akibat kurangnya pembaruan konten di platform-platform tersebut. Untuk mengatasi ini, dibuat video company profile animasi 2D dengan teknik motion graphic. Metode pengembangan yang digunakan adalah Pra-produksi, Produksi, dan Pasca produksi dengan perangkat lunak Adobe Illustrator, After Effects, dan Premiere Pro. Hasil penelitian berupa video company profile yang diharapkan efektif sebagai alat promosi dan meningkatkan daya tarik microblog media sosial SD QiTa. Video ini berhasil menyampaikan pesan melalui audio visual dan hasil kuesioner menunjukkan bahwa 83% penonton merasa mudah memahami informasi setelah menonton video company profile animasi 2D SD QiTa yang dikerjakan dengan teknik editing motion graphic.

Kata kunci: video company profile, Animasi 2D, motion graphic, Microblog

ABSTRACT

QiTa Elementary School has an important role in shaping and developing students' potential with a vision as an exemplary school in forming a generation with Islamic character, intelligent, creative, and independent. The mission of QiTa Elementary School includes creating a comfortable learning environment, practicing pious deeds and noble morals, as well as cultivating superior leadership, independence, intelligence, and physical strength based on Islamic values. From the interview with the Principal, it was revealed that QiTa Elementary School faced problems in documentation and traditional promotion systems. Despite having social media such as YouTube, Instagram, and websites, SD QiTa is still constrained to follow trends due to the lack of content updates on these platforms. To overcome this, a 2D animation company profile video was created with motion graphic techniques. The development methods used are Pre-production, Production, and Post-production with Adobe Illustrator, After Effects, and Premiere Pro software. The results of the research are in the form of company profile videos that are expected to be effective as a promotional tool and increase the appeal of SD QiTa social media microblogs. This video successfully conveyed the message through audio visual and the results of the questionnaire showed that 83% of viewers found it easy to understand the information after watching the 2D animation company profile video SD QiTa which was done with motion graphic editing techniques.

Keywords: video company profile, 2D Animation, motion graphic, microblo