

INTISARI

Kurangnya media promosi yang digunakan oleh Sinar Abadi Tenda berdampak pada minimnya penyebaran informasi di tengah masyarakat tentang jasa yang ditawarkan oleh Sinar Abadi Tenda. Tujuan penelitian ini adalah membuat media promosi berbasis video, guna memberikan informasi kepada masyarakat mengenai jasa yang ditawarkan oleh Sinar Abadi Tenda. Dalam pembuatan media promosi berbasis video tersebut, peneliti menggunakan teknik motion graphic dan rigging. Dalam pengumpulan data, peneliti menggunakan berbagai metode seperti observasi, wawancara, studi pustaka, dan kuisioner. Sementara untuk metode pembuatan video, digunakan Multimedia Development Life Cycle yang terdiri dari enam tahapan utama, yaitu concept, design, material collecting, assembly, testing, dan distribution. Kesimpulan dari penelitian ini adalah peneliti telah berhasil membuat media promosi berbasis video menggunakan teknik motion graphic dan rigging, serta berdasarkan hasil pengujian, peneliti berhasil menyimpulkan bahwa video promosi yang dibuat sudah “Sangat Layak” digunakan sebagai media promosi Sinar Abadi Tenda, dengan hasil perhitungan sebesar 86,93%.

Kata kunci: media promosi, video, motion graphic, rigging.

ABSTRACT

The limited promotional media used by Sinar Abadi Tenda has an impact on the limited dissemination of information in the community about the services offered by Sinar Abadi Tenda. The purpose of this research is to create video-based promotional media, to provide information to the public about the services offered by Sinar Abadi Tenda. In making the video-based promotional media, researchers used motion graphic and rigging techniques. In collecting data, researchers used various methods such as observation, interviews, literature studies, and questionnaires. As for the method of making videos, the Multimedia Development Life Cycle is used which consists of six main stages, namely concept, design, material collecting, assembly, testing, and distribution. The conclusion of this study is that researchers have succeeded in making video-based promotional media using motion graphics and rigging techniques, and based on the test results, researchers managed to conclude that the promotional videos made were "Very Feasible" to be used as promotional media for Sinar Abadi Tenda, with a calculation result of 86.93%.

Keywords: promotional media, video, motion graphics, rigging