

ABSTRAK

UMKM Sistik Khayla masih menggunakan media promosi yang sederhana dan memiliki desain kemasan yang kurang menarik sehingga diperlukan pengembangan media promosi digital yang lebih menarik. Penelitian ini bertujuan untuk mengimplementasikan *motion graphic* dalam pengembangan desain kemasan produk UMKM Sistik Khayla di Desa Sawangan, Kecamatan Kebasen, Kabupaten Banyumas guna mendukung daya tarik produk dan jangkauan pemasaran. Penelitian ini menggunakan metode Multimedia Development Life Cycle (MDLC) dengan tahapan concept, design, assembly, distribution, dan evaluation. Teknik pengumpulan data dilakukan melalui observasi, wawancara, validasi ahli, dan penilaian konsumen. Hasil penelitian menunjukkan bahwa implementasi *motion graphic* dalam pengembangan desain kemasan berhasil menghasilkan media promosi digital berupa *motion graphic* dan desain kemasan yang mendukung promosi serta penyampaian informasi produk. Hasil validasi ahli memperoleh persentase kelayakan sebesar 62,86% dengan kategori Layak, sedangkan hasil penilaian konsumen memperoleh persentase sebesar 68,57% dengan kategori Layak. Berdasarkan hasil tersebut, *motion graphic* dan desain kemasan yang dikembangkan dinyatakan layak digunakan sebagai media promosi digital bagi UMKM Sistik Khayla serta mendukung daya tarik produk dan jangkauan pemasaran sesuai dengan tujuan penelitian.

Kata Kunci: Desain Kemasan, *Motion graphic*, *Multimedia Development Life Cycle* (MDLC), Promosi Digital, UMKM.

ABSTRACT

Sistik Khayla MSME still uses simple promotional media and has packaging designs that are less attractive, making it necessary to develop more engaging digital promotional media. This study aimed to implement motion graphics in the development of product packaging design for Sistik Khayla MSME in Sawangan Village, Kebasen District, Banyumas Regency to support product attractiveness and expand marketing reach. This study employed the Multimedia Development Life Cycle (MDLC) method, consisting of the concept, design, assembly, distribution, and evaluation stages. Data were collected through observations, interviews, expert validation, and consumer assessments. The results showed that the implementation of motion graphics in packaging design development successfully produced digital promotional media in the form of motion graphics and product packaging designs that support promotional activities and product information delivery. The expert validation result obtained a feasibility score of 62.86%, categorized as Feasible, while the consumer assessment obtained a score of 68.57%, also categorized as Feasible. Based on these findings, the developed motion graphics and packaging design are considered feasible for use as digital promotional media for Sistik Khayla MSME and are expected to support product attractiveness and expand marketing reach in accordance with the research objectives.

Keywords: Digital Promotion, Motion graphics Multimedia Development Life Cycle (MDLC), Packaging Design, Small and Medium Enterprises (SMEs).