DESIGN AND MANUFACTURE OF VIDEO ADVERTISING UKM FASHION EXITO.IND WITH VIDEOGRAPHY AND MOTION GRAPHICS METHOD

THESIS

arranged by

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14.62.0034

DEGREE PROGRAM
BACHELOR OF COMPUTER AND INFORMATION SYSTEM
FACULTY OF COMPUTER SCIENCE
AMIKOM UNIVERSITY YOGYAKARTA
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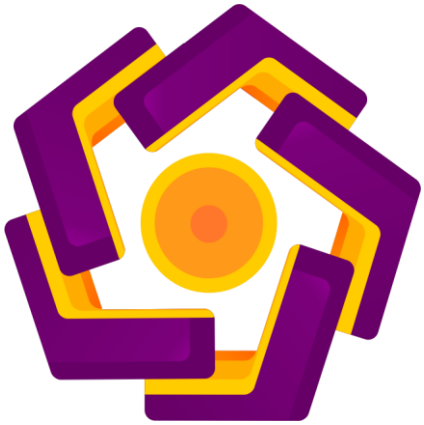
THESIS

to meet most of the requirements of
achieving a Bachelor's degree
Study Program Information Systems



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STATEMENT

I the undersigned declare that this thesis is my own work (ORIGINAL), and the contents in this paper there are works that have been asked by others to obtain an academic degree in a higher education institution anywhere, and my knowledge is not there works or opinions ever written and / or published by others, except that in writing referred to in this text and mentioned in the bibliography.

Everything associated with the script and the work that has been made is the responsibility of my own.

Yogyakarta, 26 Agustus 2019

Diaz Dinulhaq Elazizi
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MOTTO

"Respect others and you will be respected"
"No loyalty without loyalty"
"Success is the reward for the person who wants to try"

DEDICATION

This thesis writer given to all those who have helped the preparation of this thesis. Thank you so much authors say to God, who has given the instructions, the ease and fluency in any case.

1. Allah subhanahu wa ta'ala who has the power, the pleasure given to me so that it can finish this thesis.
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4. Mr. Bernadhed, M.Kom as my supervisor that patient facing student guidance, so that I can finish this thesis.
5. My friends who have provided support and encouragement to me.

FOREWORD

Praise Allah SWT writer who has mercy, Taufik, and His guidance so that I can finish the thesis entitled "Design and Manufacture Of Video Advertising UKM Fashion Exito.ind with Videography and Motion Graphics Method". The purpose of the preparation of this paper is to comply with one of the college graduation courses Strata-1 Bachelor of Computer and Information System AMIKOM University Yogyakarta. Not forgetting prayers and greetings is always devoted to the Prophet Muhammad that have provided exemplary best example. The success of the preparation of this paper the authors receive guidance, support and assistance from various parties. With all humility authors would like to thank:

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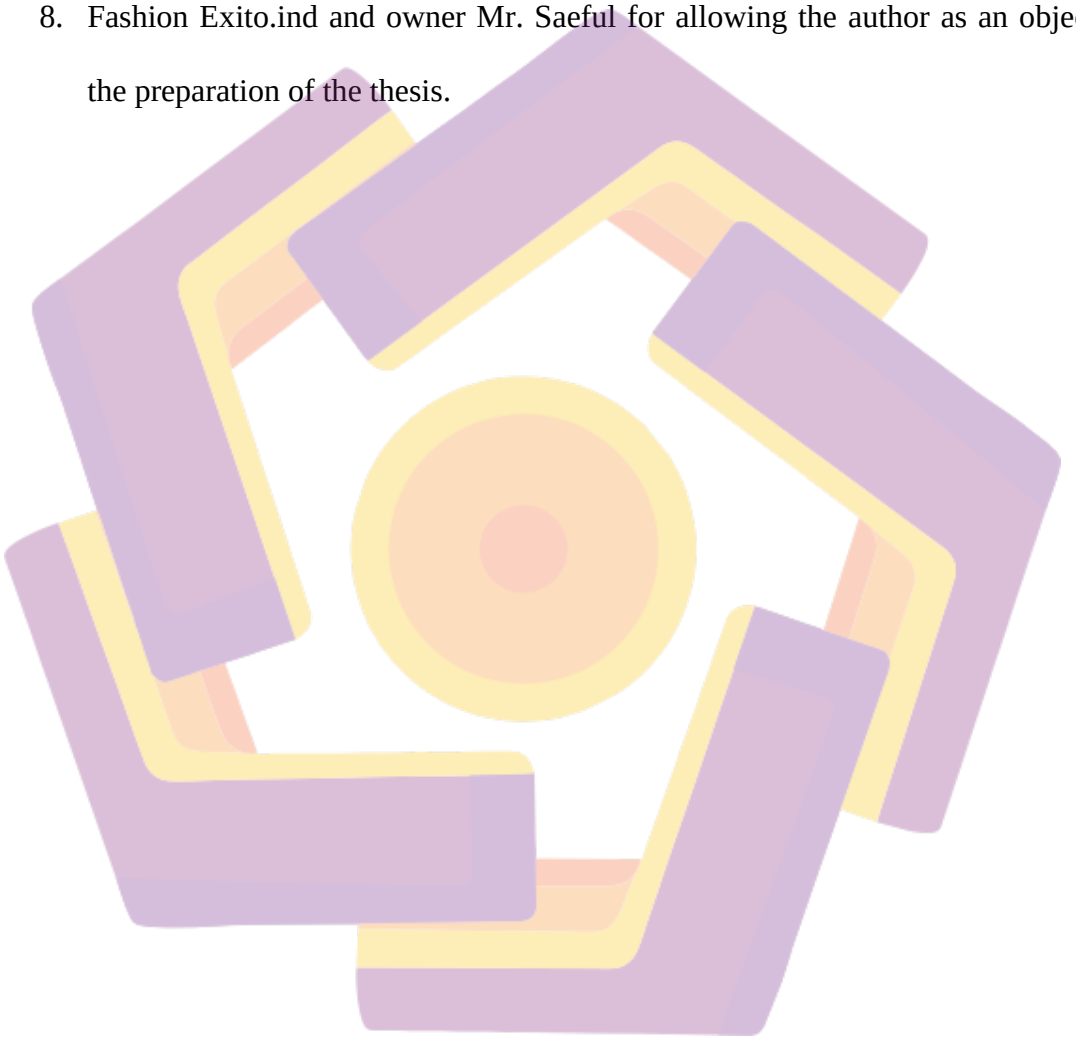

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ABSTRACT

Exito.ind is an online fashion brand that has a top-class quality at competitive prices. Exito.ind sells its products through online networks such as Facebook, Instagram, Line, and Tokopedia. Exito itself has been selling its products to all regions of Indonesia. However Exito.ind still not so well known because of limited dissemination of information regarding the product and its brand.

Dissemination of information can be done in many ways, one through visual or video. Presentation of visual information can be easier for us to digest the meaning of the contents of the delivery information.

By because the authors plan to create a promotional video with videography and motion graphics method that aims to strengthen the delivery of information to the layman or the general public programs, products, and introduces Exito.ind.

Keywords: Video, Advertising, Promotion, Exito