

CHAPTER V

CLOSING

5.1. Conclusion

Based on the description of explanation and discussion in the previous chapters, as well as the completion of the making of a promotional video Exito.ind "Designing and Making Video Ads for SMEs Fashion Exito.ind" it can be concluded as follows:

1. Exito.ind promotional video was made using techniques Videography with Motion graphics. The design of this promotional video through three stages: pre-production include (ceritam idea of drafting and storyboarding), production (shooting video, motion graphics and animation manufacture other) and post-production include (compositing, editing and rendering).
2. Exito.ind promotional video lasts 30 seconds, to be published in Jogja TV television station.
3. Based on the results of the questionnaire which was distributed to 21 people, here is kesimpulanya:
 - a) To workmanship Exito.ind promotional video produced, 47.6% of respondents said very good, 47.6% said good, 4.8% stated enough.
 - b) To the resulting video quality results, 52.4% of respondents said very good, 38.1% said good, and 9.5% said enough.
 - c) For audio quality that produced 38.1% of respondents said very good, 42.9% said good, 14.3% said fairly and 4.8% did not either.

- d) To penyamapian information in the video produced 61.9% of the respondents are very informative and 38.1% stated they were quite informative.
- e) For penyamapian results narration by the narrator in the video produced 47.6% said very good, 33.3% said good, 19% said enough
- f) To see an interesting picture on the video generated 52.4% of the respondents are very attractive, 38.1% expressed interest, and 9.5% stated quite interesting.
- g) For background on the video display generated 42.9% of the respondents are very precise, 47.6% and 9.5% stating precisely stated quite right.
- h) To the letter is clearly visible in the video or not the resulting 40% said excellent, 55% said good, and 5% said enough.
- i) For precision animation in video Exito.ind generated 33.3% of respondents expressed very well. 61.9% said either 4.8% stated enough. For placement in video Exito.ind backsound generated 42.9% of respondents said very good, 47.6% said enough, and 4.8% said it was not good.

5.2. Suggestion

In this Exito.ind promotional video creation, certainly still have many shortcomings that need to be perfected further, and therefore some suggestions and inputs author wanted to convey is as follows:

1. With a duration of 30-second video on the making of a promotional video Exito.ind, brainstorming ideas and storyboard creation done carefully so that the resulting maximum.
2. Provide information about its products in more detail and detail.
3. Add some animation to be a promotional video becomes more attractive.
4. Multiply several references other promotional video to enhance the quality of video editing, animation, and narration.

