

**PRODUCTION OF DALLE EXECUTIVE BOARDING HOUSE
PROMOTIONAL VIDEO USING MOTION GRAPHIC TECHNIQUE**

THESIS



Arranged by

Soo Ho Bhin

16.62.0094

**DEGREE PROGRAM
INFORMATION SYSTEM
FACULTY OF COMPUTER SCIENCE
UNIVERSITY OF AMIKOM YOGYAKARTA
2022**

**PRODUCTION OF DALLE EXECUTIVE BOARDING HOUSE
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THESIS

to partially fulfill the requirements
of Bachelor's degree
in the Information Systems Study Program



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i

APPROVAL

THESIS

**PRODUCTION OF DALLE EXECUTIVE BOARDING HOUSE
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prepared and arranged by

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Has been approved by the Thesis Supervisor

On July 30, 2021

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PRODUCTION OF DALLE EXECUTIVE BOARDING HOUSE PROMOTIONAL VIDEO USING MOTION GRAPHIC TECHNIQUE

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DECLARATION

I, the undersigned, state that this thesis is my own work (ORIGINAL), and the content in this thesis does not contain any work that has been submitted by other people to obtain an academic degree at any higher education institution, and to the best of my knowledge it also does not exist works or opinions that have been written and/or published by other people, except those in writing which are referred to in this document and are mentioned in the bibliography.

Everything related to the document and works that have been made is my personal responsibility.

Yogyakarta, *2 March 2022*



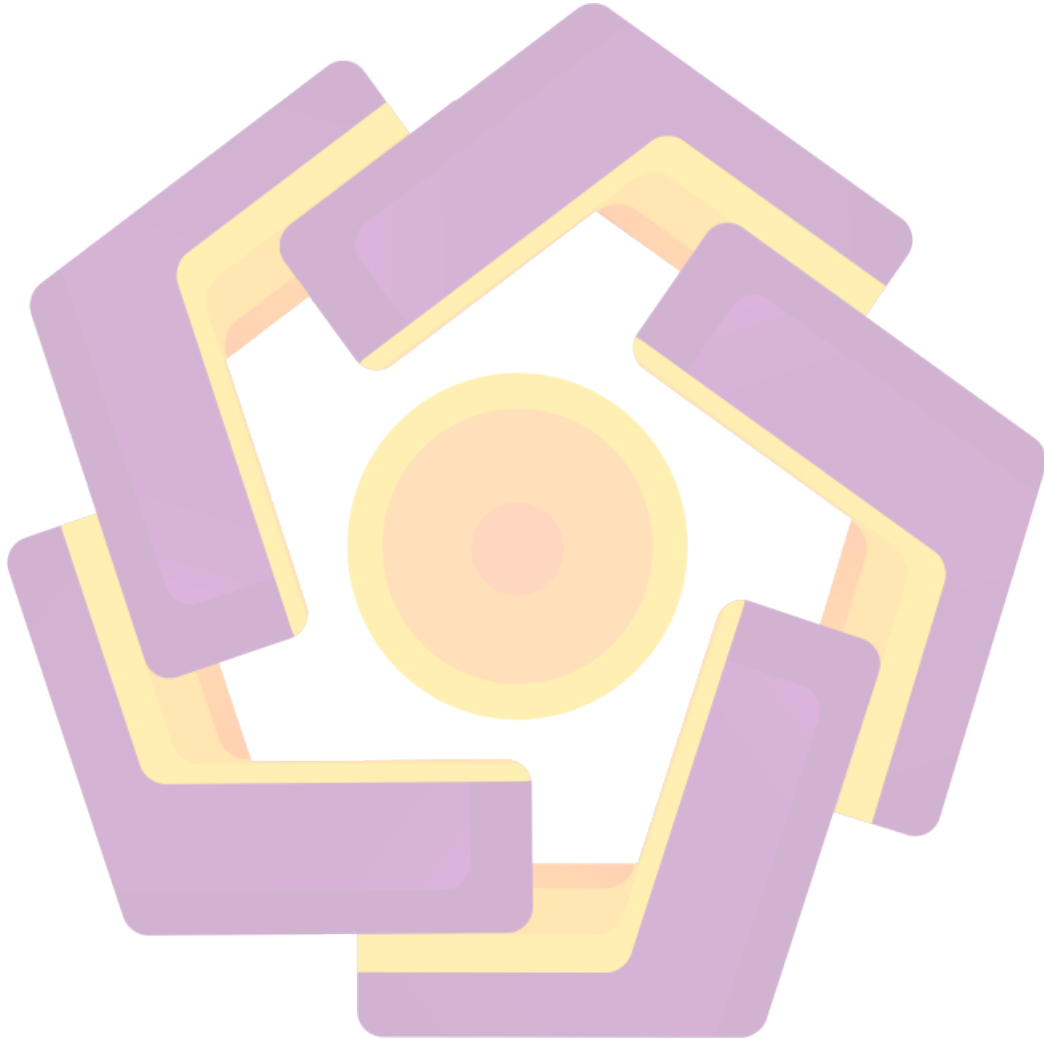
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MOTTO

“Great things are not done by impulse, but by a series of small things brought together”.

“Time won’t make you forget, it will make you understand things”.



OFFERING

My sincere gratitude to you, for all the unlimited guidance in order for me to complete this thesis, and I dedicate my work to this :

- 1. My fellow family. The two parents who have educated me, who have sacrificed a lot of support, and prayer, enthusiasm, time and allowance so far and gratitude to them for what they have given. My elder sister for prayer and her enthusiasm.*
- 2. My supervisor who was very patient in guiding me until the writing of this document was complete.*
- 3. My dear mother who always prayed for and encouraged me always.*
- 4. 16 BCIS 01 friends who provided stories and colors, who have always been friends during the three years of studying at Amikom, (,etc.) I wish all of us a success.*
- 5. Other parties that I cannot mention one by one, thank you for everything, prayer, support and motivation for me to complete this thesis.*

FOREWORD

Praise be to God for all His blessings so that the author can finish writing the thesis on time, with the title “ **PRODUCTION OF DALLE EXECUTIVE BOARDING HOUSE PROMOTIONAL VIDEO USING MOTION GRAPHIC TECHNIQUE** ”. This thesis is a scientific paper compiled by the author as one of the requirements for graduation from the S1 Information Systems education level at the University of AMIKOM Yogyakarta.

The author realizes that in the preparation of this thesis there are deficiencies, both in writing and in content, due to limited time in the preparation of this thesis. With humility, the author apologizes and really look forward to suggestions and constructive criticism from readers and all parties involved in improving this thesis.

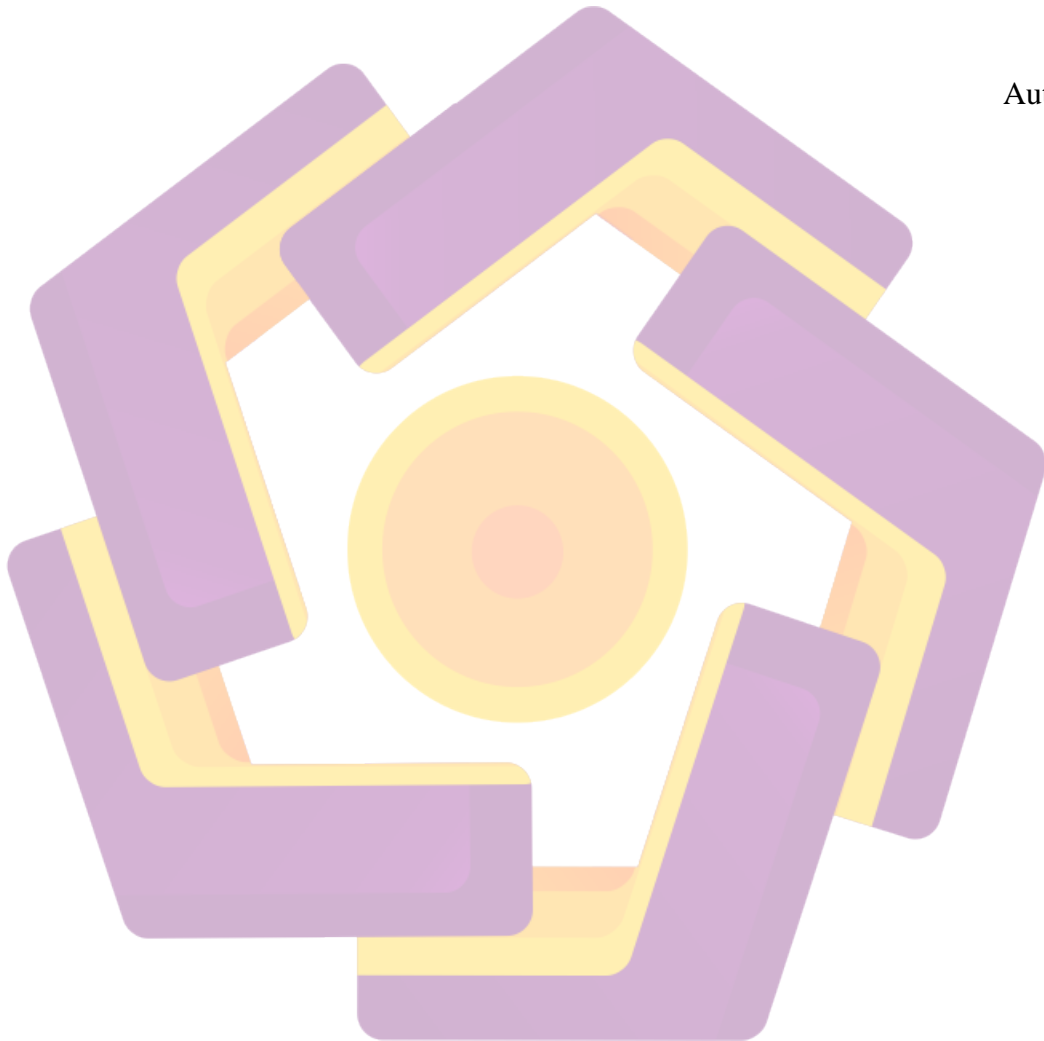
On this occasion the author would like to respect and give Thanks to :

1. Prof. Dr. M. Suyanto, M.M., the Chairman of University of AMIKOM Yogyakarta
2. ... the Supervisor who has helped and guided a lot in completing this thesis. May God always bestow His mercy on him.
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Finally, the author hope that this article is useful for anyone. The author really hopes fo constructive criticism and suggestions from all parties for the good of this thesis.

Yogyakarta, 1 July 2021

Author

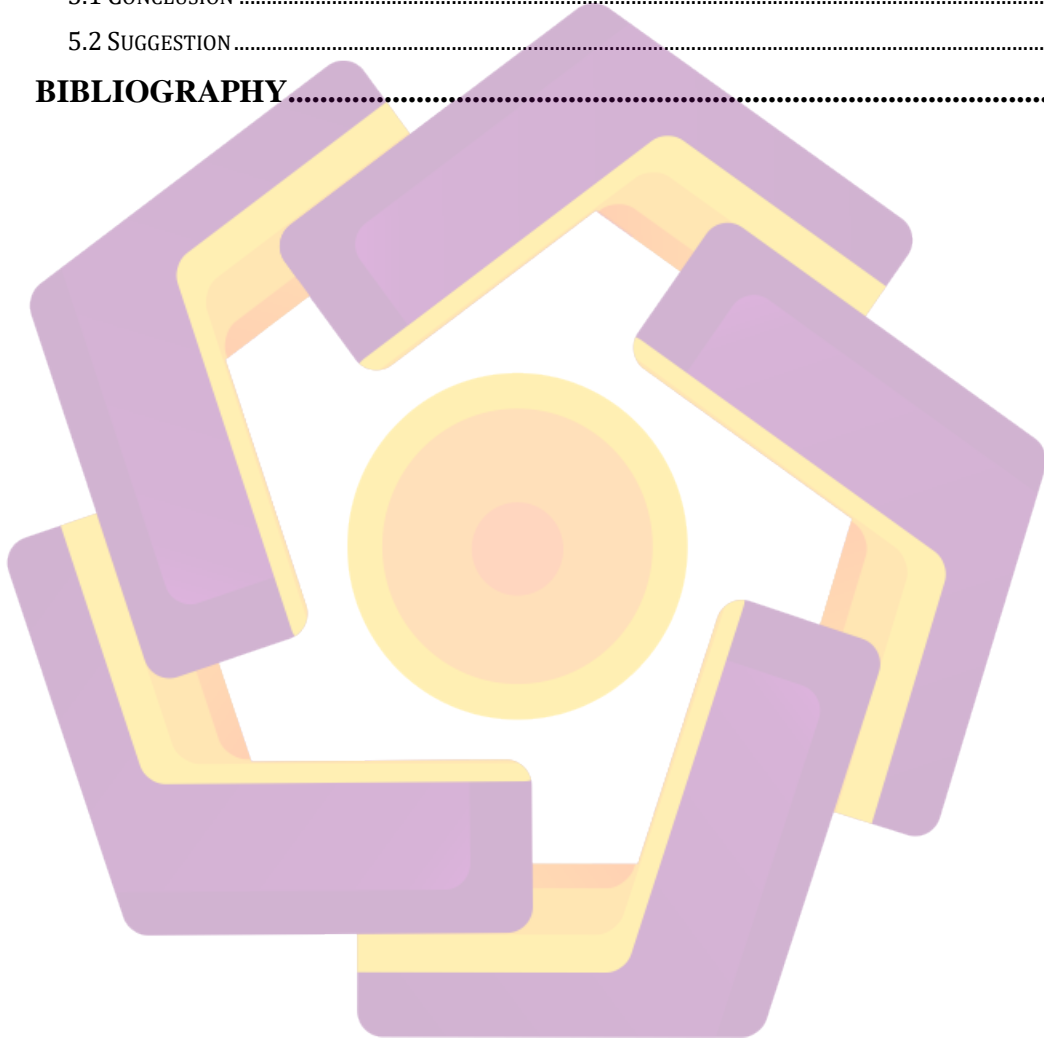


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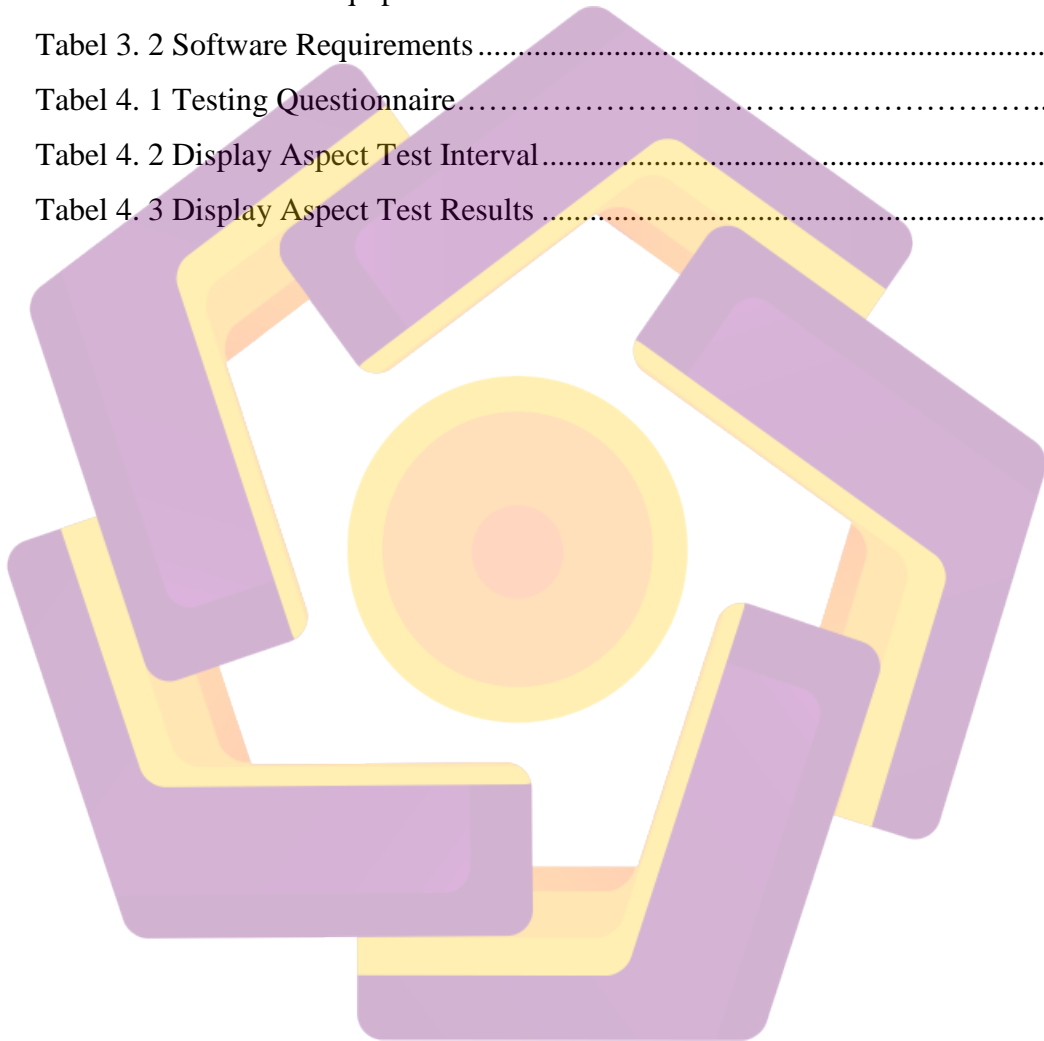
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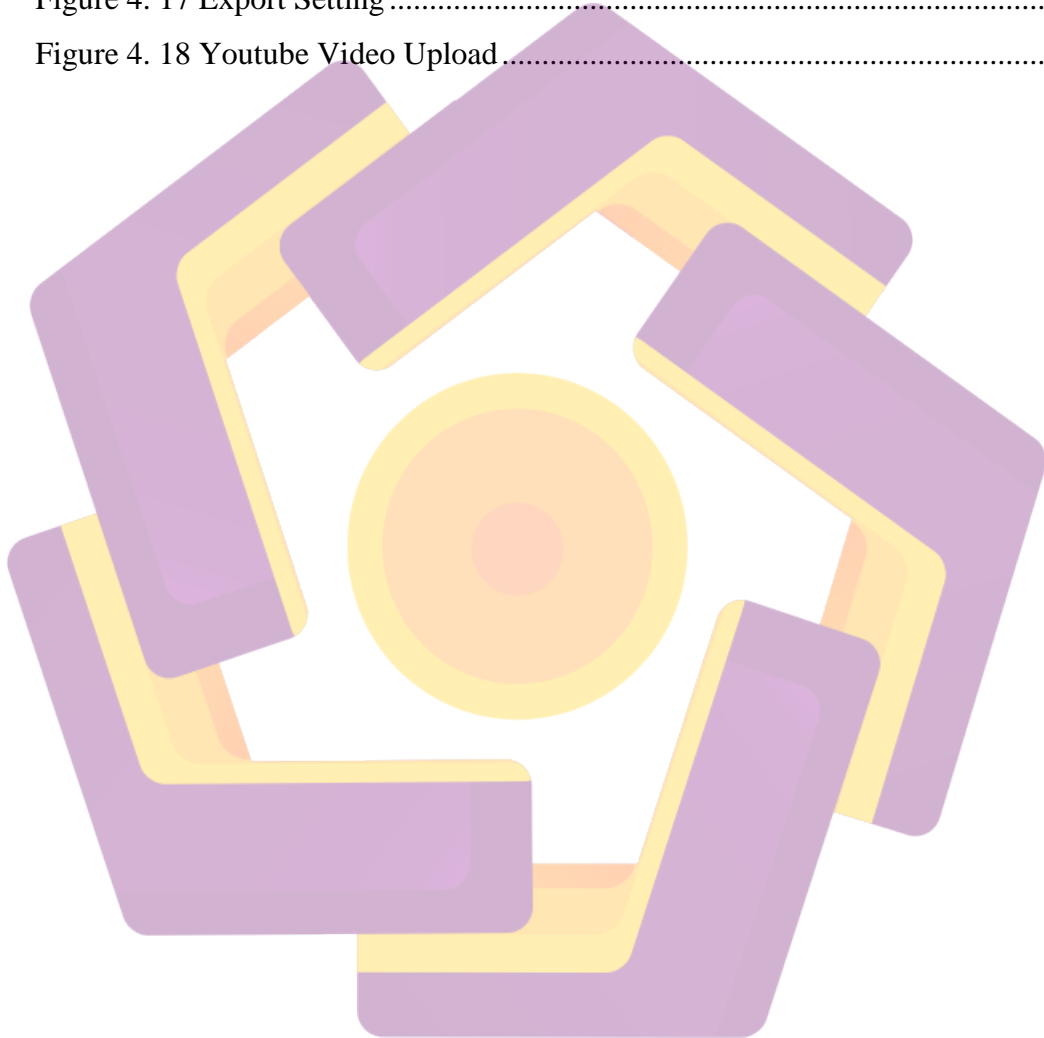
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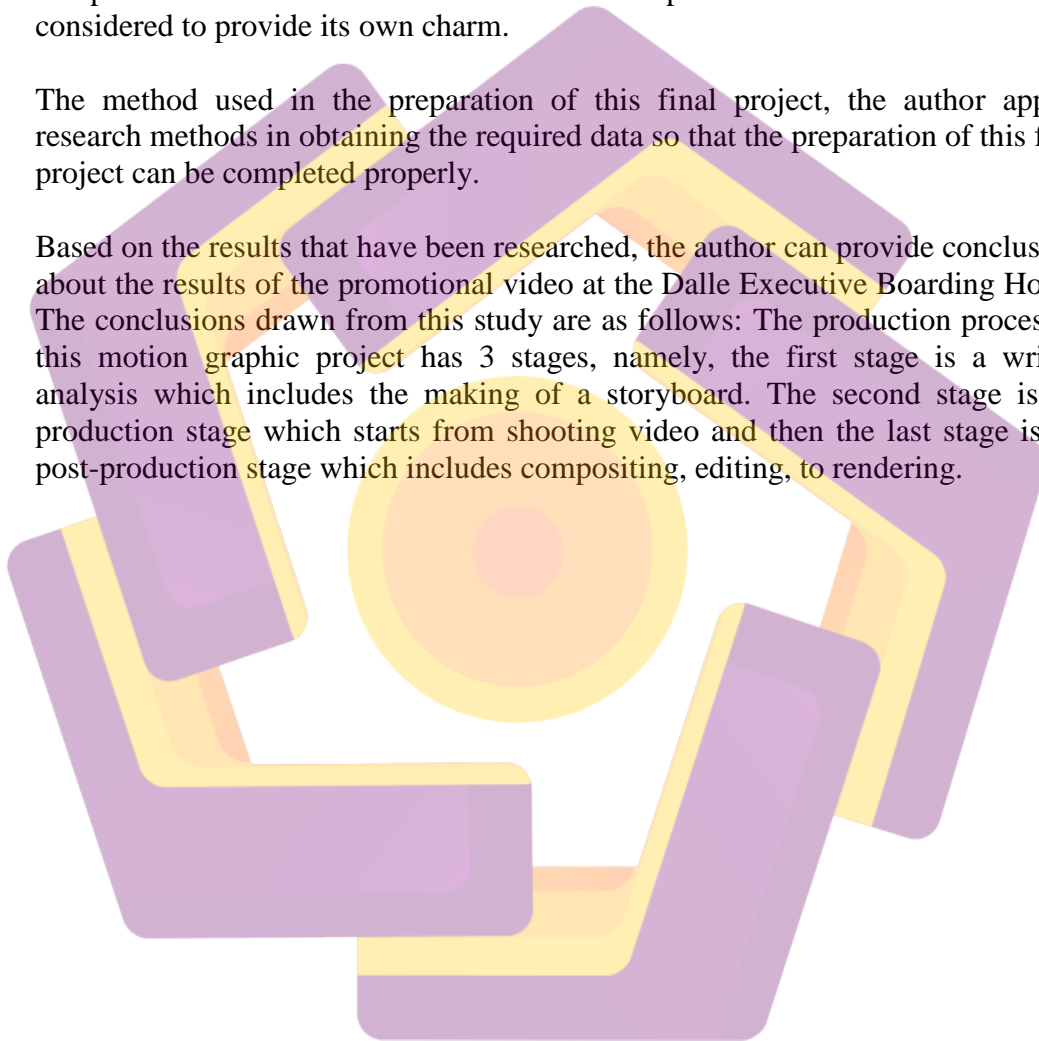


SYNOPSIS

Technological developments in the delivery of information have been very rapid. The facts prove that there are so many technological innovations related to the delivery of information, one of which is Motion Graphics. Motion Graphics is an alternative display in the form of video which is now widely used in various media and presentations to learning media. The use of motion graphics by various companies and state institutions as media presentation of information is considered to provide its own charm.

The method used in the preparation of this final project, the author applies research methods in obtaining the required data so that the preparation of this final project can be completed properly.

Based on the results that have been researched, the author can provide conclusions about the results of the promotional video at the Dalle Executive Boarding House. The conclusions drawn from this study are as follows: The production process of this motion graphic project has 3 stages, namely, the first stage is a written analysis which includes the making of a storyboard. The second stage is the production stage which starts from shooting video and then the last stage is the post-production stage which includes compositing, editing, to rendering.



ABSTRACT

Dalle Executive Boarding House is one of the exclusive boarding houses in Yogyakarta, precisely on Jalan Flamboyan, Gejayan, Sleman. Due to the Covid-19 pandemic, their income has decreased so a promotional tool is needed to inform them about this exclusive boarding house.

It is hoped that the promotional video using this motion graphic technique can help this boarding house to promote his boarding house through social media.

The video that will be made has duration of 1 minute 42 seconds, it is hoped that this video can help Dalle Executive Boarding House in marketing their boarding house.

Keywords: *motion graphic, promotional video, executive boarding house*

