

CHAPTER I

PRELIMINARY

1.1 Background

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. [4]

Information media can be a very useful intermediary for convenience community to provide information and is helpful to the public in knowing information and facilitating the community. The development of information media offers a variety of conveniences and privileges which means with the help of Motion Graphic information can be delivered at once in one video. [4]

Dalle executive boarding house is an exclusive boarding house located in Jalan Flamboyan, Gejayan, Sleman. This boarding house has facilities with room size 5x4m, private bathroom, hot water, fully furnished, queen size bed, ac and tv. This Dalle Executive Boarding House offers completeness and comfort that makes its customers feel like at home. Customers can stay there either daily or monthly.

When the Covid-19 pandemic caused sales or rentals at this Dalle Executive Boarding house to decline rapidly, it caused very quiet and reduced

income for the owner of the boarding house as well. Due to this reason Dalle Executive Boarding House requires a promotional video in the form of motion graphics that provides information about the facilities and advantages of this Dalle Executive Boarding House compared to other exclusive or executive boarding house. Therefore the author wants to make information media as well as promotional media for Dalle Executive Boarding House using motion graphics and live shoot techniques. By using these techniques, it is expected to provide information and can create interest in prospective customers who may be looking for an exclusive boarding house. Therefore, the author took the title "PODUCTION OF DALLE EXECUTIVE BOARDING HOUSE PROMOTIONAL VIDEO USING MOTION GRAPHIC TECHNIQUE" with the aim of attracting new customers.

1.2 Formulation of problem

Based on the background that has been stated, the problem that can be formulated is :

"How to make a promotional video for Dalle Executive Boarding House using motion graphic technique ?"

1.3 Limitation of problem

The problem limitation of this research is :

1. The result of the video of this motion graphic technique will be a 1-2 minutes video.
2. The video will be assessed solely based on the techniques used and the information illustrated.
3. The video will only focus on the facilities offered by Dalle Executive Boa

rding house.

4. The video will be displayed on social media.

1.4 Purpose and Research Objectives

The primary aim of this research is:

1. How to make motion graphics about promotions that are easy to understand.
2. Introduce this boarding house on social media so that it can attract new customers.

1.5 Research Method

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. The research methods that the author does are as follows :

1.5.1 Method of collecting data

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

1.5.1.1 Interview method

This interview method is carried out by the author directly in the field, to obtain more accurate information.

1.5.1.2 Observation method

The author observes the data collection system in this method. In practice, the author directly observes how activities are carried out in the Dalle Executive Boarding House, then the data obtained is used for material for the video.

1.5.2 Production

Includes Pre-Production, namely planning in making Motion Graphic, this includes concept planning, storyboards. For Production, is basically making Motion Graphic. For Post Production includes: Compositing, combining elements in one media, recording and mixing sound, editing, editing material according to the storyboard, final rendering.

1.5.3 Analysis

The analytical method used in the making of this motion graphic is more precisely using the feasibility analysis of hardware and software.

1.5.4 Testing

1. Alpha test : identify the video according to the author's design internally.
2. Beta test : testing some aspects of information and display by giving a questionnaire to respondents who do animation and multimedia externally.

1.6 Writing system

The systematics of writing this Final Project report are as follows:

CHAPTER I: BACKGROUND

In this chapter the author describes the background of the problem, the formulation of the problem, the research objectives, the benefits of the research, the limitations of the problem, the research method.

CHAPTER II: BASIS OF THEORY

In this chapter, the writer describes several things related to the title and programming language.

CHAPTER III: ANALYSIS AND SYSTEM DESIGN

This chapter discusses all analysis and system design used, starting from the analysis of the system requirements to be built, the feasibility analysis of the system to be built, the methods used, the design of the database used, to the interface design.

CHAPTER IV: IMPLEMENTATION AND DISCUSSION

This chapter discusses the results of the implementation of the application made as a whole. As well as testing the application made to find out that the application has been able to solve the problems faced as expected.

CHAPTER V: CONCLUSION

This chapter contains conclusions and suggestions for system improvements that are generated for the future.

BIBLIOGRAPHY**ATTACHMENT**