

CHAPTER V

CLOSING

5.1 Conclusion

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:

1. 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.
2. Multimedia time management makes it easy to create the process in this video from start to finish
3. This promotional video can market Dalle Executive Boarding House more widely, because it can connect to all people who have social media, especially YouTube.
4. This research resulted in a promotional video for this dalle executive boarding house with a live shoot and motion graphic technique with a duration of 1 minute 42 seconds.
5. From the test results on the display aspect, the final result is 90% which is categorized as very good.

5.2 Suggestion

After completing the preparation of this thesis, some suggestions that the author would like to convey are as follows:

1. It is recommended to be able to add 3D animation in the ad video
2. Further deepening of cinematography so as to produce a better video.
3. A mature concept design is needed to simplify the video production process.
4. Looking for as many references as possible to help creativity in making video ads.

