

**MAKING COMPANY PRODUCTS ADVERTISING Furst MASON SOLO
WITH MOTION GRAPHIC ENGINEERING**

ESSAY



arranged by

Ridhotama Ridwanputra Tutupoho

15.62.0054

**DEGREE PROGRAM
STUDY PROGRAM INFORMATION SYSTEM
FACULTY OF COMPUTER SCIENCE
AMIKOM UNIVERSITY YOGYAKARTA
YOGYAKARTA
2020**

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



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STATEMENT

I undersigned declare that this thesis is my own work (ASLI), and the contents in this paper there are works that have been asked by others to obtain an academic degree at an institution Higher education everywhere, 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 my responsibility personally.

Yogyakarta, January 3 2020

Ridhotama Ridwanputra .T

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MOTTO

"During your life, never stop dreaming. No one can take away your dreams. "

(Tupac Shakur)

"Sometimes, the difficulty should you feel first. Prior to perfect happiness come to you. "

(RA Kartini)

"Duck running crowd - bonding, but the eagles fly alone."

(Ir. Soekarno)

"People either have a past, people have not been well still have a future."

(Gus. Miftah)

"The reason will always be there every day, but not by chance."

(Deddy Corbuzier)

OFFERINGS

This thesis is dedicate to:

For parents beloved Dr. Roy H. Ridwan Tutupoho SESHM Si and Hj. Siti Khoridah who continue to give love has no limits and that always educate without boredom, may be in good health and remain in his protection and later get the most beautiful palaces in paradise.

To my sister Shelly Nur Ekayanti Tutupoho, Novriana Risha S. T, Amelinda Gamarosa Tutupoho S. Pd and dr. Radita Desiana who always support and encouragement, may be facilitated and enhanced provision always.

Roihaana Rifdah for my sister, Nita Rachma Hediayana, Rayhan Rachman Tutupoho and Raditya Rachimi Tutupoho supportive and encouraging, hopefully to find purpose and later can boast of both parents.

For all the family thanks for all the support and do'anya during college.

For Mr. M. Rudyanto Arief S. T, M. T who has patiently provided guidance and instructions for the manufacture of paper, and are pleased to be present at the hearing pendadaran mendapingi may be given health always, she was lengthened, and launched her affairs.

For all friends and friends who also share knowledge and experience to me,

For brothers and sisters "Cendana family" thanks for all the criticism and constructive suggestions, support and encouragement that you've given, I hope

our friendship can be maintained properly and kept getting older as time passes until the time of death separates. See you at the peak of success.

For Large Families BCIS-15 and all compatriots force of 2015 have provided encouragement and support, may be able to achieve success, and may Allah expedite matters that we face.

For Large Families Putra Putri Police have provided encouragement and support, may be able to achieve success, and may Allah expedite matters that we face.

Rizka Andriana to thank you for your time and support countless, hopefully in the future we can continue to provide encouragement and support as a friend.

Men Okdio Trianta thanks to thanks to the cries and support to see me as a friend who was then going through a crisis of confidence struck me to complete the thesis, may be eased her affairs.

Ariana Sandhy Tirta thanks to remain faithful when his friends consider me a difficult economic situation and happy and also the alternative of borrowing money when his old date, may be facilitated sustenance and affairs.

Adelia Fadlah to thank you for your time and support innumerable also lends money to pay pendadaran session, hopefully in the future we can continue to provide encouragement and support as a friend.

FOREWORD

Praise Allah for the grace and His love so that I can finish this thesis entitled "The Making of Advertising Products Company Furst Mason Solo With Motion Graphic Techniques".

The aim of this thesis to qualify for a Bachelor's degree in Computer (Kom) for undergraduate students in the Department of Computer Science Information Systems Fakultas Amikom University Yogyakarta. The author realizes this thesis is still far from perfection, and therefore the authors expect criticism and constructive suggestions from all parties for the perfection of this thesis.

Completion of this thesis is inseparable from the support of many parties, so on this occasion with all humility and reverence the writer to thank profusely for all those who have provided moral support and material either directly or indirectly in the preparation of this paper to finish, especially to whom I respect:

1. Mom and Dad terncita constantly educate, advise, and pray for the author to finish this thesis.
2. Prof Dr. M. Suyanto, MM, as the Rector of the University of Amikom Yogyakarta.
3. Mother Krisnawati, S. Si, MT, as the Dean of the Faculty of Computer Science and Chairman of the Information Systems Program S1.

4. Mr. M. Rudyanto Arief, S. T, M. T, as the Supervisor who patiently and sincerely for taking the time and giving knowledge to the author in giving directions and guidance so that I can finish this thesis.
5. Thanks also to all those who have helped in the completion of this thesis can not be enumerated.

In conclusion the authors would like to thank all those who have helped and the authors hope this research can benefit us all and be input in the education world.

Yogyakarta, January 3 2020

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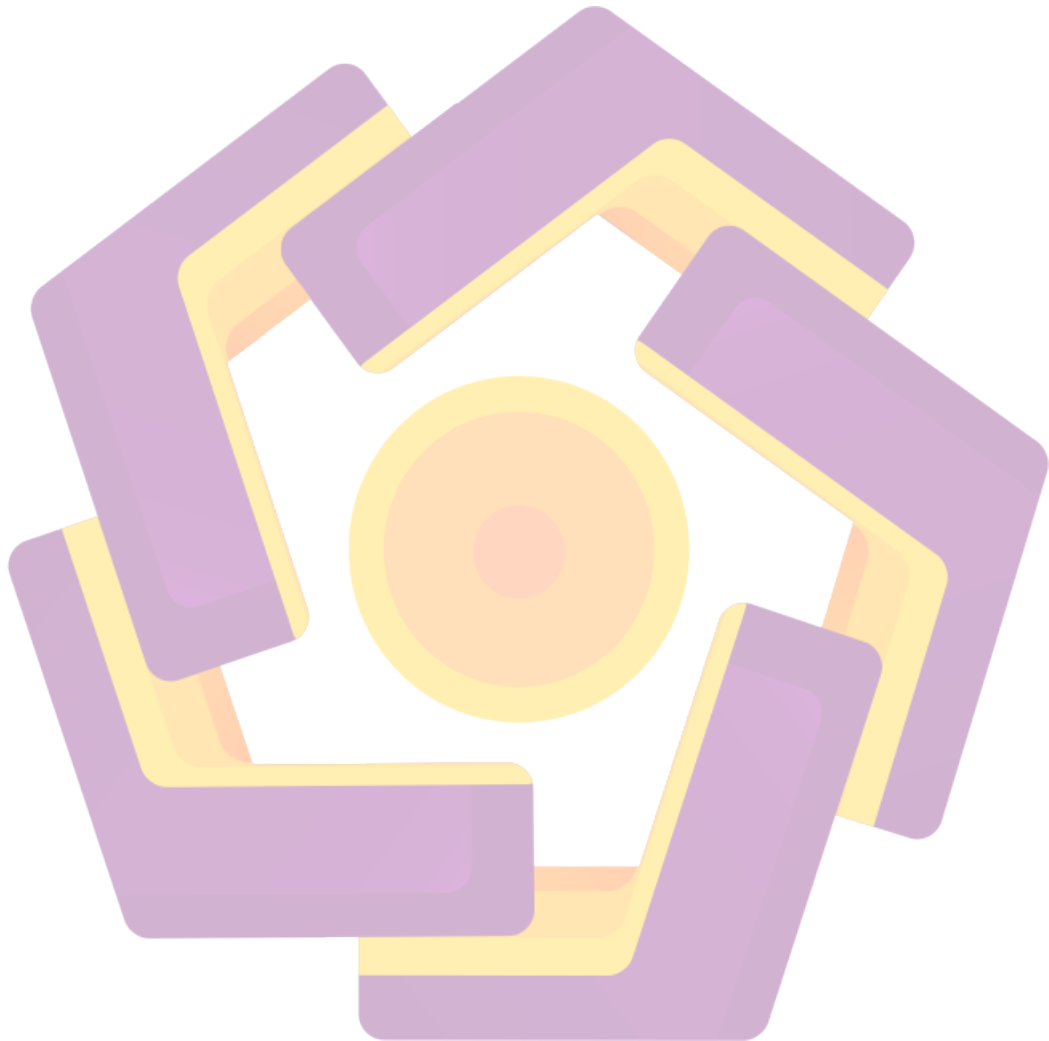
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ABSTRACT

Furst Mason Solo is one of the new private companies that has just built a company in Solo, Furst Mason is engaged in the clothing and merchandise manufacturing industry. Furst Mason can produce Several types of clothing, Including: polo shirts, long sleeve shirts, raglan shirts and vintage shirts. During this time, the introduction of the Furst Mason company used conventional methods, such as company introductions that were only given to guests visiting Furst Masons. So the introduction of a company that is done in this way has the disadvantage of not providing detailed descriptions of the Product and How to Order.

In this study, Researchers try to analyze the main problems that exist and apply current information technology advancements. The process of introducing the company Furst Mason Solo was developed by making a product advertising videos by adding motion graphic animation techniques that are equipped with multimedia elements such as animation, text, audio, and video. This product video advertisement Provides all information about ordering Furst Mason to the public.

The results of research conducted in the manufacture of video advertising this product has fulfilled the multimedia aspects and information aspects. Making a video advertisement for the company's products is expected to be a solution to introduce the public to help prospective customers find detailed information on how to order Furst Mason Solo.

Keywords: Video, Product Advertising, Promotion, Design, Animation, Motion Graphic.