

BAB I

PRELIMINARY

1.1 Background

Advertising is a medium used by companies with the purpose of reminding, persuading and informing [1]. Besides advertising as a means of introducing new products mainly to consumers in accordance with the target. In other words, as the beginning of the marketing of new products.

The world of advertising in Indonesia is growing rapidly enough. The number of advertising agencies who appear participated describe these developments. A wide assortment of products and brands rely on various types of ads delivered. In addition to the quality of a product, advertising is very important and a measure of the value of a particular brand. Because today is not only the product and price alone are relied upon to market a product, but a communication to the audience become one of the important things in an effort to attract or find the value of a product brand.

During this time television advertising has experienced the glory. The companies rely on television as their advertising medium. More than half of their advertising budget is used for television advertising. But now, television advertising has lost its effectiveness, due to the increasing number of treats advertising, the increasing number of channels, the consumer simply change the channel, and the decreasing time spent watching television by certain community groups. As a result, marketers should think of another way to attract the attention

of consumers [2]. Social media according to Philip Kotler and Kevin Keller is a means for consumers to share information text, images, video, and audio with each other and with the company or Inversely.

Mason Solo Furst company is a company in the service Merchandise, Furst Mason Solo is still using the media campaign through from one person to another. Mason Solo Furst company experienced problems in promoting the results of the results and how to order online, a new company pioneering require the prestige to attract consumers. To resolve this issue, it should be made a video ad product that aims to maximize the sale to consumers about how Furst Mason Solo and through online ordering.

Making the video ad will be in the form of animated infographics. The use of video infographic became one of the options in introducing a product or in a video infographic effort because there are elements - elements such as text, sound, pictures, and animations can be incorporated in the presentation with motion graphic techniques. Animation 2D (two dimension) effect in the advertising industry. From the cast of characters, animated ads have advantages over liveshoot ad, because the appearance of characters animated character models more easily and freely in mengespresikannya.

To resolve these problems, this research aims to create product ads that will be advertised through social media platforms jangkumannya large and relatively much cheaper for new companies like Furst Mason Solo.

1.2 Formulation of the problem

Based on the background mentioned, the formulation of the problem studied in this thesis, namely:

1. How does the ad creation Furs products company Mason Solo with Motion Graphic technique?

1.3 Scope of problem

In the manufacture of the product advertising companies Furst Mason Solo with Motion Graphic technique, the research is aimed at a few points only, so that in the process of system design scope is not widespread. The following boundary problem in this thesis:

1. The duration of this video 02 minutes 04 seconds
2. Packaged with .mp4 video file formats with quality HDV / HDTV 720 25fps with a resolution of 1280 x 720 pixels
3. Ads submitted to Furst Mason Solo to be uploaded through the social media platforms that they have.
4. The ad will be aired widely via instagram with features that are in instagram.

1.4 Purpose and Objective

The purposes of this study as a condition of graduation programs at Strata-1 in UNIVERSITY AMIKOM Yogyakarta.

The aim with this research is as follows:

1. Making the product as sarana promotional advertising and introduce Furst Mason Solo.
2. Motion Graphic implement techniques on video advertising company products Furst Mansion Solo.

1.5 Benefits of Research

The benefits of this research related to the Company's Ad Creation Products Furst Mason Solo with Mechanical Motion Graphic:

- a) As a new alternative in penyampain information to the public through advertising products company Mason Solo Furst.
- b) Improving competitiveness with other companies in the same field in the city of Solo.
- c) Adding to the interest of consumers to order Merchandise in Mason Solo Furst company.

1.6 Research methods

In an effort to obtain the correct data to the problems faced, the need for an appropriate method to achieve the objectives in the study. The author uses several methods, among others:

1.6.1 Data collection

1.6.1.1 methods of Observation

Data were collected by means of observing video - video infographic that uses motion graphic techniques both made in Indonesia and abroad to increase knowledge as a material adjustment thesis.

1.6.1.2 methods Interviews

Data were collected by way of question and answer with the owner of the company for the information writers need

1.6.2 methods Development

Advertising development can be achieved by Multimedia Development Life Cycle (MDLC) consisting of 6 stages [3], namely:

- *Concept* (Concept). Formulating the basics of advertising projects that will be created and developed. Especially on the purpose and type of projects that will be created.
- *Design* (Design / Design). Stage where the manufacturer or advertising project developers describe in detail what will be done and how to project these ads will be created. Making the script or navigation as well as other design process must be fully carried out. At this stage it will have to find out how the final outcome of the project will be done.
- *Obtaining Content Material* (Collection of Materials). A process for collecting everything that is needed in the project. Regarding the

material to be delivered, then files like audio advertising, video, and pictures to be included in the presentation of the advertising project.

- *assembly* (Preparation and Development). Time advertising projects produced. Materials and files already obtained are then assembled and arranged according to the design. In this process the ability of an expert is needed in order to obtain good results.
- *testing* (Testing). After the results of the project so the ad, it needs to be tested. The test is done by applying the results of the advertising project on minor learning. This meant that what had made earlier was appropriate before it can be applied in teaching in bulk.
- *distribution* (Spreads Expand). Phase multiplication and dissemination of the results to the user. Ads need to be packaged properly in accordance with the wide dissemination of media, whether via CD / DVD, download, or other media.

1.6.3 testing

The testing phase is the final phase in which the products tested for feasibility video ads are eligible to be advertised or still need to be addressed to ensure that the resulting video ad products are made according to plan and in accordance with the wishes of the owner.

1.7 Systematics Report Writing

This method is done so that preparation of the thesis becomes more focused and able to be understood by the reader. Systematics of writing in this thesis is as follows:

CHAPTER I INTRODUCTION

This was stated in the introductory chapter on Background, Formulation Problems, Limitations, Purpose & Objectives, Benefits Research, Methods and Thesis Writing Systematics.

CHAPTER II BASIS THEORY

In this chapter contains the theory - the theory and basic concepts underlying this research problems.

CHAPTER III ANALYSIS AND DESIGN

In chapter percangan analysis and will discuss the analysis of the issues being examined. In addition to analyzing the problem, this chapter also discusses the description of the object of research. Broadly speaking, this chapter discusses the problem analysis, the system needs analysis, feasibility analysis and design of video from the making of the plot as well as pre-production stages.

CHAPTER IV IMPLEMENTATION AND DISCUSSION

Chapter IV describes how the video creation from pre production, production to post-production stage and the implementation of video ads created.

CHAPTER V CLOSING

In this chapter discusses the suggestions and conclusions have been obtained from studies conducted.

BIBLIOGRAPHY

This section describes the information from other sources which is used in the making of this thesis.

