

BAB V

Closing

5.1 Conclusion

Based on the steps that have been made during the making of Video Ads Promotions Company Furst Mason, can be summed up as follows:

1. How to implement a video advertising the company's products as a promotional medium of Furst Mason is producing a video of the pre-production stage that includes a synopsis, storyboard, script, at the production stage create the animation, after production, the editing process production file and testing after completing made by running the video and see if there is an error or not and the last stage distributing videos to Instagram.
2. Video ads Furst products company Mason uses motion graphic animation techniques to provide a description of such activities name and catalog names.
3. Based on alpha and beta testing, all the functional requirements have been met in this company's video advertising products.
4. Duration produced in the manufacture of video advertising research firm's products is 02 minutes 04 seconds.
5. The company profile video made in accordance with the needs and agreement, and has been approved by the object.

5.2 Suggestion

Based on the conclusions that have been made previously, there are some suggestions to be conveyed by the author, among others, as follows:

1. To produce a good video is highly recommended that the pre-production process is well prepared so that the process of production and post-production runs smoothly without a hitch. The execution of pre-production that will facilitate progress in the process, namely the production and post-production.
2. In addition to Motion graphic animations that inform how to order, Animation Motion graphics can make detailed location information so that it can be explained visually.

