

# Motion Graphic Production to Increase Brand Awareness of Local Newspaper: A Case Study

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**Abstract:** Motion graphic is one of the promotion media that comes with a video format. The video is produced by benefitting from illustration mixing, typography, photography, and videography that wrapped attractively following the latest trend to be easier for consumers to understand the company product. Local companies need video promotion as an effort to increase the company's brand awareness. In the case of local newspapers, the promotion media availability is undeniably urgent since this literacy media is facing tremendous competition either against one's self with a larger coverage like regional or national newspaper or against other types of information media like blogs or social media. This study designs, implements, and evaluates motion graphics used in a video profile of Haluan Kepri, a local newspaper in Batam, Indonesia. By using Multimedia Development Life Cycle (MDLC) in video production and a quantitative approach in customer analysis this study reveals that a video company profile using motion graphic techniques can increase respondent's awareness of local newspaper brands. Pre-test and the post-test results indicated a mean increase of approximately 20% from 41.8% to 62%.

## 1 INTRODUCTION

With the great development of technology today certainly more and more electronic media can be used to promote local newspapers and are considered quite effective. A recent study found that motion graphic as a technological and promotional media of local newspaper has found to be effective in communicating its brand (Fujianto & Antoni, 2020).

Media promotion can be considered effective if the results obtained are matched with the company's goals to be achieved. The purpose of promotional media is arranged to stimulate the occurrence of awareness, interest, and end up with purchases made by customers to company's products or services, which in turn has an impact on increasing sales. The effectiveness of promotion media can be known by measuring the level of effectiveness, namely the measurement of success in achieving the specified goals (Fauzi, 2007: 1). The impact of promotional media greatly influences people's understanding of the information conveyed. Therefore, promotional media must be packaged properly so it can attract the attention and desire of the recipient of the information to have it.

One of the mass media in Batam City which is Haluan Kepri desperately needs promotional media such as company profiles video using motion graphic techniques that can promote and provide information about Haluan Kepri to the people in Batam City, because in the past the promotional media was only through banners. According to it, the number of readers of both the newspaper news and online news of Haluan Kepri decreases every year because the promotion strategy is still using conventional methods that are considered not optimal. After all, it cannot reach broadly, therefore with the development of large technology is expected to help develop promotional strategies and increase awareness against a brand of Haluan Kerri. This study elaborates on how to produce the Haluan Kepri company profile video by using motion graphic and how the motion graphic is evaluated by the audiences before and after watching the video.

## 2 THEORY BACKGROUND

### 2.1 Brand Awareness

Brand awareness describes the presence of a brand in the minds of consumers that can be decisive in the According to Hasan (2014: 228), Brand Awareness is the level of awareness of someone to recognize the existence of a brand as part of a product category. It can be concluded that brand awareness is a general goal of marketing communication. To conclude, brand awareness is one's ability to remember a brand that is part of an existing product so that an interesting way to improve the ability of a person or consumer to remember or be aware of a brand is to use motion graphics.

### 2.2 Purchase Decision

Kotler's definition (2015:146) of the buyer's purchase decision is an act of the consumer who wants to buy or not for a product. Various factors that influence consumers in purchasing a product or service, consumers used to consider the quality, price and products that are well-known by the public.

### 2.3 Motion Graphics

According to Fajar (2015), Motion graphic is one of the important parts in giving a presentation to the audience so that it is not boring, and this is a technique for moving static images so that the image looks interesting and dynamic. There are two methods in this technique, namely by combining and moving images in continuity so it will look moving.

There are several key characteristics according to Kurniawan (2015) to further define the nature of motion graphics:

- 1) Two-dimensional motion graphics, but able to create three-dimensional motion elements. It exists as an image on the screen and the projection that has width and length, but there is no depth. It only looks like a two-dimensional space/object located on three dimensions of space.
- 2) Motion graphics do not have to move position if something changes at a certain time on the object. For example, on the screen there is a font, the font is just not moving, but there is a change as in a certain duration the font changes colour.
- 3) Motion graphics are often used in interactive multimedia, but not always interactive. Only presented linearly and the user does not have full steering over the motion graphics. So, it can be category (Durianto et al, 2004: 6). Thus, the buyer

who have awareness of a brand will automatically be able to remember. According to Hermawan (2014: 57). Brand Awareness is the ability of a potential buyer to recognize or recall a brand that is part of a product category.

Here are the levels of brand awareness:

1. Unaware of Brand (not aware of the brand) is the lowest level in the brand awareness pyramid, where consumers are not aware of a brand.
2. Brand Recognition (brand recognition) is a minimum level of brand awareness, where the introduction of a brand reappears after an aided recall.
3. Brand Recall is a reminder of a brand without assistance (unaided recall).
4. Top of mind is the brand that is first mentioned by consumers or the first time it appears in the minds of consumers.

### 2.4 Data Samples

According to Sugiono (2006), to determine a decent sample in research is between 30-500. To determine the selection of the sample, researchers are using the Slovin method by using the formula:

$$n = \frac{N}{1 + N e^2} \quad (1)$$

n = Sample Amount

N = Population Amount

e = Fault Tolerance Boundary (15% = 0.15)

### 2.5 Likert Scale

In calculating the score, researchers are using a Likert scale method. Score Interpretation of this calculation, the researcher chooses the agreed format as offered according to Chizes (2017):

- 1) Disagree = The score is 1
- 2) Less Agree = The score is 2
- 3) Enough = The score is 3
- 4) Agree = The score is 4
- 5) Strongly Agree = The score is 5

To find out the final value of the study can use the index formula (%) as follows:

$$\text{Index (\%)} = \frac{\text{Score Total} \times 100}{\text{Highest Score}}$$

Score Interpretation criteria is based on following interval:

- 1. 0% - 19,99% = Very Bad
- 2. 20% - 39,99% = Bad
- 3. 40% - 59,99% = Enough
- 4. 60% - 79,99% = Good
- 5. 80% - 100% = Very Good

### 2.6 T-test Paired Two Sample Means Analysis

Deny (2007) underlines that t-test is a test statistic used in testing hypotheses (temporary answers) that are often found in statistic problems. According to Kho (2017), several t-tests can be performed by Microsoft Excel Add-Ins Analysis Toolpak including T-Test Paired Two Sample Means, which is a t-test that is used to test the difference in mean of 2 variables from the same data. According to Adite (2017), there are 2 types of testing based on the initial hypothesis if the hypothesis is clearly positive then using or one- tailed testing and if the hypothesis is not positive and negative then using two-tailed testing. Completion of the Paired Two Sample Means T-Test using Microsoft Excel according to Kho (2017) such as:

- 1) Hypothesis Determination  
Initial hypothesis (H0), Working hypothesis (H1),  $\mu$ = variable output  
 $H0 = \mu1 \leq \mu2$  (variable output 1 is smaller than output variable 2)  
 $H1 = \mu1 > \mu2$  (variable output 1 is greater than output variable 2)
- 2) Level Signification Determination  
 $\alpha = 5\%$  or 0.05
- 3) Hypothesis Acceptance Criteria  
Accept H0 if T count (Tstat)  $\leq$  T table (T critical)  
Reject H0 If T arithmetic (Tstat)  $>$  T table (T critical)

### 3 DISCUSSION

Multimedia development method that is used by the researcher when creating Haluan Kepri’s company profile motion graphic video is Multimedia Development Life Cycle (MDLC) method by Luther Sutopo. The steps how it solves the problem more detail described in figure 1.

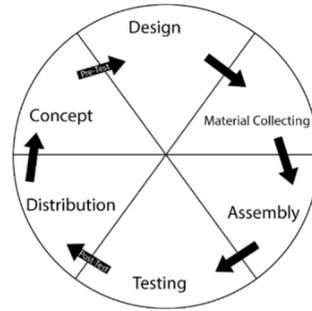


Figure 1: MDLC Method by Luther Sutopo.

- a. Concept  
This stage is for determining audiences and the purpose of the product and product design.
- b. Design  
At this stage, the specifications of the research product which is Haluan Kepri company profile video like storyboard, characters and background are made.
- c. Material Collecting  
This stage is for gathering materials that will be used in a product that will be created.
- d. Assembly  
This stage is the manufacturing, all objects combined into multimedia products.
- e. Testing  
At this stage, a trial test will be carried out conducted by the author and validated by the supervisor the company and teacher whether the results displayed has followed the storyboard.
- f. Distribution  
This stage is to distribute products that have been done.

One of the visuals of the motion graphic profile video can be seen from table 1 below. It describes the result of assembly in a storyboard format.

Table 1.

Scene #1	Shot : LS	Audio : Ukulele – Free Copyright
		<b>Narrative :</b> “Haluan Kepri adalah media informasi bagi seluruh masyarakat di Kepulauan Riau.” <i>(English translation: Haluan Kepri is an information media for Kepulauan Riau society)</i>
		<b>Text :</b> -
		<b>Time :</b> :00:00 – 00:10

### 3.1 Pre-test

At this stage, A Pre-test will be held by spreading a simple questionnaire to Batam Resident that will be used as an indicator of how much people know Haluan Kepri as one of Mass Communication Media in Batam. The result of this activity will be compared with the result of Post Test that will be held by using a questionnaire also but after the respondent has seen Haluan Kepri's Profile video.

Comparison of Pre-test and Post-test to get differences before after seeing the video will be done by using Likert Method calculation. Questionnaire will be spread at 3 areas which are Bengkong, Batu Ampar, Batam Centre with respondent around 350. So total sample will be retrieved according to Slovin Formula:

$$n = \text{Sample Amount}$$

$$N = \text{Population Amount (350)}$$

$$e = \text{Bottom Error Tolerance} = 15\% (0.15)$$

so,

$$n = N \times \frac{1}{1 + N e^2} = \frac{350}{1 + 350(0.15)^2} = 39$$

$$1 + N e^2 = 1 + 350(0.15)^2 = 8,87 \quad (2)$$

Therefore, this research will use 39 samples that will be done in different areas such Bengkong, Batu Ampar, Batam Centre. The respondent will need to check at one of the Columns provided the label with Absolutely Disagree (STS), Disagree (TS), Neutral (R), Agree (S), Absolutely Agree (SS). For further explanation can be seen in table 2.

Table 2: Pre-Test Questionnaire.

Hint: Please answer the provided statement with a check at one of the columns.						
Hint: Very Disagree (STS), Disagree (TS), Neutral (R), Agree (S) and Very Agree (SS).						
No.	Statement	STS	TS	R	S	SS
1.	You know local mass media					
2.	Local mass media that comes in your mind first is Haluan Kepri					
3.	You regularly subscribe Haluan Kepri					

4.	You only buy and read Haluan Kepri					
5.	Intelligent Mass Media is closely described Haluan Kepri					
6.	Haluan Kepri is the only mass media that attractive and relevant					
7.	You read and subscribe Haluan Kepri because it gives you more benefit compared to others.					
8.	Haluan Kepri is well known because its' quality					
9.	Educating People's Live is Haluan Kepri motto					
10.	Do you agree to read and subscribe Haluan Kepri regularly?					

Because respondent amount is 39, highest score for Absolutely Agree is  $5 \times 39 = 195$ , for Absolutely Disagree Option is  $1 \times 39 = 39$ . To know the result of the calculation is using the Index (%) formula below:

$$\text{Index (\%)} = \frac{\text{Score Total} \times 100}{\text{Highest Score}} \quad (3)$$

How to describe the interpretation criteria based on interval:

- 1. 0% - 19,99% = Very Bad
- 2. 20% - 39,99% = Bad
- 3. 40% - 59,99% = Enough
- 4. 60% - 79,99% = Good
- 5. 80% - 100% = Very Good

Table 3: Pre-test Questionnaire result

Hint: Please answer the provided statement with a check at one of the columns. Hint: Very Disagree (STS), Disagree (TS), Neutral (R), Agree (S) and Very Agree (SS).						
No	Statement	STS	TS	R	S	SS
1.	You know local mass media	1	7	5	22	4
2.	Local mass media that comes in your mind first is Haluan Kepri	17	16	5	1	
3.	You regularly subscribe Haluan Kepri	16	22	1		
4.	You only buy and read Haluan Kepri	20	17	2		
5.	Intelligent Mass Media is closely described Haluan Kepri	9	23	7		
6.	Haluan Kepri is the only mass media that attractive and relevant	8	26	5		
7.	You read and subscribe Haluan Kepri because it gives you more benefit compared to others.	9	25	5		
8.	Haluan Kepri is well known because its' quality	7	18	13		1
9.	Educating People's Live is Haluan Kepri motto	7	15	14	1	2
10.	Do you agree to read and subscribe Haluan Kepri regularly?	9	16	11	2	1

According to Pre-test result about People Awareness of Haluan Kepri, it shows people who live in Bengkong, Batu Ampar and Batam Centre area has a few information about Haluan Kepri. The result will be described sufficiently below:

Table 4: Pre-test Questionnaire result

Hint: Please answer the provided statement with a check at one of the columns. Hint: Very Disagree (STS), Disagree (TS), Neutral (R), Agree (S) and Very Agree (SS).		
No.	Statement	Result
1.	You know local mass media	71 %
2.	Local mass media that comes in your mind first is Haluan Kepri	35 %
3.	You regularly subscribe Haluan Kepri	32 %
4.	You only buy and read Haluan Kepri	31 %
5.	Intelligent Mass Media is closely described Haluan Kepri	39 %
6.	Haluan Kepri is the only mass media that attractive and relevant	34 %
7.	You read and subscribe Haluan Kepri because it gives you more benefit compared to others.	38 %
8.	Haluan Kepri is well known because its' quality	45 %
9.	Educating People's Live is Haluan Kepri motto	48 %
10.	Do you agree to read and subscribe Haluan Kepri regularly?	45 %

Details:

	0% - 19,99 %	: Very Bad
	20% - 39,99%	: Bad
	40% - 59,99%	: Enough
	60% - 79,99	: Good
	80% - 100%	: Very Good

The result of 10 Statement at Pre-test Questionnaire shows there is still a statement that has a score under 40%. The score of pre-test and post-test will be analysed using T-Test Paired Two Sample Mean at Microsoft Excel Tools.

### 3.2 Study Variable

On this study, there is two variable such as brand awareness and a purchase decision that has been described as follow:

Table 5: Study Variable

Variable	Sub-Variable	Indicator	Measure	No of Item	Comparison
Brand Awareness	Unaware of Brand	Lowest place at Brand Awareness pyramid where consumer has no idea about a brand.	Local mass media that comes in your mind first is Haluan Kepri	1	To identify brand awareness level against local mass media brand.
			Local mass media that comes in your mind first is Haluan Kepri	2	To identify respondent's brand awareness against Haluan Kepri Brand.
			You regularly subscribe Haluan Kepri	3	To identify purchase and subscription level before and after Company Profile has been provided.
			You only buy and read Haluan Kepri	4	To measure read and purchase of respondent's interest of Haluan.
Brand Recognition	Brand awareness minimum level which can be remembered once respondent recalling the	memory through advertisements.	Intelligent Mass Media is closely describe Haluan Kepri.	5	To measure the accuracy of Haluan Kepri's news.
			Haluan Kepri is the only mass media that attractive and relevant	6	To measure product relevancy level of Haluan Kepri.
		Remember the brand without any support.	You read and subscribe Haluan Kepri because it gives you more benefit compare to others.	7	To compare respondent's interest against mass media Haluan Kepri or any local mass media.
			Haluan Kepri is well known because its' quality	8	To ensure the quality of Haluan Kepri.
Top of mind	Brand that will come to mind at first.	Educating People's Live is Haluan Kepri motto	9	To increase respondent's awareness against mass media Haluan Kepri with a slogan "Educating People's Live".	
Purchase Decision	Requirements Identification	Purchase process is begun once buyer is able to identify the requirements that can be triggered by either Internal factor or External factor.	Do you agree to read and subscribe Haluan Kepri regularly?	10	To identify respondent's interest of purchase or subscribing Haluan Kepri.

### 3.3 Post-Test

After the distribution that is done by giving a motion graphic video results to the same respondents as the pre-test, then a post-test questionnaire is conducted

by answering the same statement during the pre-test before the graphic motion video is given. The results of the post-test questionnaire about the video profile of the company Haluan Kepri to increase brand awareness are clearer in table 6.

Table 6: Post-Test Questionnaire Result

Hint: Please answer the provided statement with a check at one of the columns.						
Hint: Very Disagree (STS), Disagree (TS), Neutral (R), Agree (S) and Very Agree (SS).						
No	Statement	STS	TS	R	S	SS
1.	You know local mass media	1	7	5	22	4
2.	Local mass media that comes in your mind first is Haluan Kepri	17	16	5	1	
3.	You regularly subscribe Haluan Kepri	16	22	1		
4.	You only buy and read Haluan Kepri	20	17	2		
5.	Intelligent Mass Media is closely described Haluan Kepri	9	23	7		
6.	Haluan Kepri is the only mass media that attractive and relevant	8	26	5		
7.	You read and subscribe Haluan Kepri because it gives you more benefit compared to others.	9	25	5		
8.	Haluan Kepri is well known because its' quality	7	18	13		1
9.	Educating People's Live is Haluan Kepri motto	7	15	14	1	2
10.	Do you agree to read and subscribe Haluan Kepri regularly?	9	16	11	2	1

According to the post-test questionnaire result, it shows a positive impact significantly among brand awareness against purchase decision. Based on brand awareness theory, this is a buyer ability identifying a brand. More details are described in table 7.

Table 7: Post-Test Result

Hint: Please answer the provided statement with a check at one of the columns.		
Hint: Very Disagree (STS), Disagree (TS), Neutral (R), Agree (S) and Very Agree (SS).		
No.	Statement	Result
1.	You know local mass media	71 %
2.	Local mass media that comes in your mind first is Haluan Kepri	35 %
3.	You regularly subscribe Haluan Kepri	32 %
4.	You only buy and read Haluan Kepri	31 %
5.	Intelligent Mass Media is closely described Haluan Kepri	39 %
6.	Haluan Kepri is the only mass media that attractive and relevant	34 %
7.	You read and subscribe Haluan Kepri because it gives you more benefit compared to other	38 %
8.	Haluan Kepri is well known because its' quality	45 %
9.	Educating People's Live is Haluan Kepri motto	48 %
10.	Do you agree to read and subscribe Haluan Kepri regularly?	45 %

Details:

	0% - 19,99 %	: Very Bad
	20% - 39,99%	: Bad
	40% - 59,99%	: Enough
	60% - 79,99	: Good
	80% - 100%	: Very Good

Post-test Analysis

From the results of the post-test questionnaire, the results showed an increase in respondents' awareness of the Haluan Kepri brand.

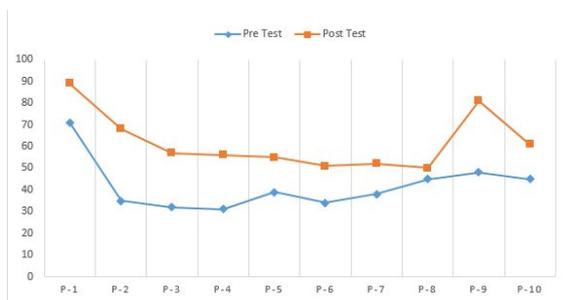


Figure 2 The comparison between Pre-test & Post- test results.

From Figure 2, it shows that the pre-test curve has a lower level of awareness compared to post- test, this happens because there is no Brand Recognition of respondents so that there are still many respondents who are not familiar with the Haluan Kepri brand. While the post-test curve has increased significantly this shows that the influence of Brand Recognition gives the respondents awareness about the Haluan Kepri Brand that can influence purchasing decisions based on statements on the 10th questionnaire point that 61% of respondents agree to continue reading and buying or subscribing to Haluan Kepri, this theoretically the concept of Brand Awareness shows that brand awareness has a significant influence on purchasing decisions.

The results of the post-test will be analysed together with the pre-test using the T-Test Paired Two Sample Mean tool on Microsoft Excel. Following are the preliminary and post-test data presented in Figure 3.

T-Test : Paired Two Sample Means			
Brand Awereness Company Profile Haluan Kepri			
Pernyataan	Pre Test	Post Test	
1	71	89	
2	35	68	
3	32	57	
4	31	56	
5	39	55	
6	34	51	
7	38	52	
8	45	50	
9	48	81	
10	45	61	

Figure 3: Initial Pre-test and Post-test

The results of the pre-test and post-test were analysed using the T-Test Paired Two Sample Mean tool in Microsoft Excel. The following results are presented in Figure 4.

t-Test: Paired Two Sample for Means		
	Pre Test	Post Test
Mean	41,8	62
Variance	139,2888889	178
Observations	10	10
Pearson Correlation	0,762807486	
Hypothesized Mean Difference	0	
df	9	
t Stat	-7,276425412	
P(T<=t) one-tail	0,000234072	
t Critical one-tail	1,833112933	
P(T<=t) two-tail	4,681434793	
t Critical two-tail	2,262157163	

Figure 4 Analysis Results from the Paired Two Sample Means T-Test.

The interpretation of the results of the statistical analysis of the T-Test Paired Two Sample Means test is as follows:

1. Mean is the average value of the pre-test output and the mean value of the pre-test is 41.8, while the output of the post-test is 62.
2. Variance is the value of variation, the value of variation from the pre-test is 139.2888889 and the value of variation from the post-test is 178.
3. Observations are the number of pre-test and post-test observations, each of which is 10 observations.
4. Person Correlation is a variation of the combined pre-test and post-test that is 0.7628074858.
5. Hypothesized Mean Difference is the average difference between pre-test and post-test which is assumed to be no difference so that the value is 0.
6. Df is the Degree of Freedom or also called the degree of freedom obtained through  $df = n - 1$ ,  $10 - 1 = 9$ .
7. t-Stat is the calculated t value of -7.276425412.
8. P (T <= t) one tail is a p-value of 0,000234072.
9. t critical one tail is the value of t table that is 1.833112933.
10. P (T <= t) two tails is a p-value of 4.6814347925.
11. t critical two-tail is the value of t table that is 2,262157163.

From the results of the statistical analysis of the paired sample two means t-test hypothesis test it can be seen that the hypothesis shows one direction  $\mu_1 > \mu_2$ , then what needs to be seen is only the one-way p-value and t table (critical) namely One Tail so that it can be concluded that the P-Value (0,0001) < alpha

(0.05) which explains that H1 is accepted. Video company profile of the Haluan Kepri by using motion graphic techniques can increase respondents' awareness of the Haluan Kepri brand by experiencing a mean increase from 41.8% to 62%.

## 4 CONCLUSIONS

Based on the study that has been done, there are several conclusions, which are as follows:

1. Based on the results of a descriptive analysis using a Likert scale and the T-Test Paired Two Sample Mean using Microsoft Excel which shows that t-Stat increases respondents' awareness of the Haluan Kepri Brand and has a positive effect because it has increased from 41.8% to 62%.
2. Based on the results of the motion graphics company profile video of the Haluan Kepri to increase brand awareness this results in increased awareness of respondents or the public of the Haluan Kepri. With this video, it is especially useful for the community, respondent and Haluan Kepri.

## 5 SUGGESTION

1. Suggestions for researchers who will develop a company profile video using motion graphic techniques can also use other methods such as EPIC, Vaughan and others. And bias can use new analysis and parameters for the future.
2. In conducting further research, it is expected to explore other variables with a larger sample size so that comparative studies can be found that can enrich the results of this study.

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