

# Motion Graphics as a Marketing Promotion Media of Livi Angjaya Mandiri Company

Nurul Fatimah<sup>1</sup>, and Afdhol Dzikri<sup>2</sup>

<sup>1</sup>Department of Multimedia and Networking Engineering, Politeknik Negeri Batam, Jl.Ahmad Yani, Batam, Indonesia

<sup>2</sup>Department of Informatics Engineering, Politeknik Negeri Batam, Batam, Indonesia

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**Abstract:** Livi Angjaya Mandiri is a company engaged in the field of property services which had just been established in September 2018 and has a brand named Livi Property. As the main driver of the company's business activities, it manages property services including sales, purchasing, and rental services in Batam area. However, limitations in terms of promotion due to the newly established company, causing the company is still not well-known enough particularly by Batam residents. Therefore, a promotional media is needed in purpose to introduce the company. One of the media that can be used is motion graphics. The duration of motion graphics to be displayed is around 5 minutes by presenting a brief description of the company. Thus, it is expected to introduce the company to get well-known more with the aim of expanding the marketing sector, property sales and open up greater business opportunities in the future.

## 1 INTRODUCTION

The main purpose of a company is to make profits, optimize profits or wealth, and maximize the value of the company. Property is a form of intangible ownership that includes tangible objects (real estate) and finance (stocks and bonds). Livi Angjaya Mandiri is a company engaged in the field of property services which had just been established in September 2018. The company has a brand or subsidiary named Livi Property, which is the main driver of the company's business activities in the field of property services. Livi Property provides property sales, purchasing, and rental services in Batam area.

The opportunity provided by the property sector in Batam area marked by the increasing number of residents in Batam is considered as a business opportunity in the property sector that is seized by this company. However, limitations in terms of promotion due to the newly established company, causing the company is still not well-known enough particularly by Batam residents. Based on the research results obtained, after being measured using a Likert scale, the level of knowledge of respondents amounting to 41.4% is still classified in the category of "Doubtful", which indicates as still not well known enough and it is on a scale of 40% -59.99%. This criterion still does

not adequately meet the eligibility standards on a Likert scale which must reach a minimum value of <60% for the "Fair Enough" category.

Based on the background, it is necessary to have a strong supporting media that can promote and market this company better and more broadly. One of the media that can be used is motion graphics. It is chosen because its excess in presenting information with a more attractive appearance and convey complete and detailed information in the form of audio-visual video which presents sound with images. Starting from the quality, quality of services offered, excellence, convenience obtained, and other offers. It is hoped that this motion graphics can introduce and promote the company along with the properties offered in it more widely to the people of Batam and develop the property sales sector so that it can open up greater business opportunities.

## 2 METHOD

The making of motion graphics in this study uses the R&D (Research & Development) method. This method is used to produce a product and test the success of the product. This study applies the Villamil-Molina method as its development method,

which consists of 5 stages, namely Development, Pre-Production, Production, Delivery and Post-Production. The target audience for this motion graphic is the Batam community, which includes housewives and employees above. The flowchart of making motion graphics in detail is shown in Figure 1.

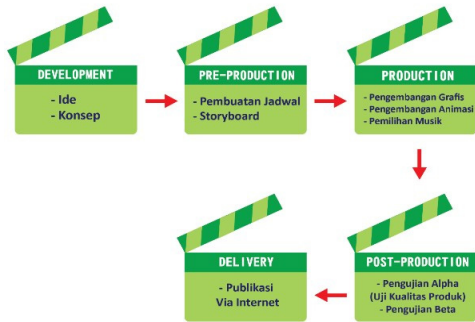


Figure 1: Villamil-molina method research flow.

The research is begun by making motion graphics regarding the introduction of profiles and marketing of company property and then proceed with content validation testing to verify the validity of the material in motion graphics by the Company's Chief Director, then analysing aspects of motion graphics using aspects of spatial, temporal, and typography for testing the level of product feasibility carried out by motion graphics experts. Finally, it is continued by analysing aspects of promotional objectives in order to assess the level of success of motion graphics in promoting and conveying information about company profiles. The evaluation results from the analysis will further determine whether motion graphics in this study are appropriate for publication or otherwise.

In order to assure the success rate of motion graphics in promoting the company, this research will apply aspects of promotional objectives that consist of: aspects of information delivery, persuasion, reminder and behaviour modification.

The product is declared to be feasible to be continued and tested in the field if the results of the analysis of each component have a minimum value or fall into the "Feasible Enough" category. So, if the product still has a value under that category then it is declared unfeasible to be tested in the field. The distance interval rating of feasibility test is as presented in Table 1.

Table 1: Distance interval rating.

No.	Feasibility Average	Score
1	4,3 – 5,0	Strongly Feasible (SF)
2	3,5 – 4,2	Feasible (F)
3	2,7 – 3,4	Feasible Enough (FE)
4	1,9 – 2,6	Unfeasible (U)
5	1,0 – 1,8	Strongly Unfeasible

Data collection methods used in this study are quantitative, namely using a questionnaire. The questionnaire will be distributed to respondents totalling 30 people consisting of Batam communities covering the category of housewives to employees. The basis for taking a minimum number of samples is based on Roscoe's opinion that states that the size of each sample in the study must range from 30 to 500. Therefore, this study took a total sample of 30 People because they met these minimum requirements.

The data obtained will be processed and analysed using the Likert scale method as presented in Table 2.

Table 2: Likert scale.

No.	Statement	Score
1	Strongly Agree (SA)	5
2	Agree (A)	4
3	Hesitation (H)	3
4	Disagree (D)	2
5	Strongly Disagree (SD)	1

The following is the formula used in processing the calculation of the data obtained, namely by searching for the formula for the total score, maximum score and index.

$$Ts = T x Pn \tag{1}$$

$$Y = \sum T x Py \tag{2}$$

$$I = (Ts / Y) x 100 \tag{3}$$

Finally, after all the previous steps done. The last step to do is defining the whole score by determining the final index using the Likert Assessment Interval. The interval's categories are as presented in Table 3.

Table 3: Likert assessment interval.

No.	Index (%)	Result
1	80% - 100%	Strongly Agree (SA)
2	60% - 79,99%	Agree (A)
3	40% - 59,99%	Hesitation (H)
4	20% - 39,99%	Disagree (D)
5	0% - 19,99%	Strongly Disagree (SD)

The resulting product is declared to have a good success rate if the minimum percentage obtained reaches a value of  $\geq 76$  or is in the range of  $60 < p \leq 80$ .

After getting a percentage of results, it can be concluded whether these motion graphics have been quite successful or otherwise in providing information and knowledge about the introduction of company profile to the public.

Finally, the motion graphic video will be published to the company's social media such as YouTube, Facebook and Instagram to distribute and promote videos to the public.

### 3 RESULT AND DISCUSSION

Production is the starting stage of the process of making motion graphics work which contains a description of the production process of the motion graphics promotion video of PT Livi Angjaya Mandiri. This stage is divided into 3 stages namely graphic development, animation development and background music selection.

#### 3.1 Graphic Development

Stages of graphic development consist of tracing, object colouring and collection materials used in motion graphics using Adobe Illustrator CC software. The tool used in tracing is the pen tool while the tool used in the colouring process is the Eyedropper Tool.

##### 3.1.1 Tracing Objects

The object tracing process is done by making the object follow its original shape. Pen tool is used in the tracing process because it can create objects in detail. The process of tracing objects in detail is shown in Figure 2.

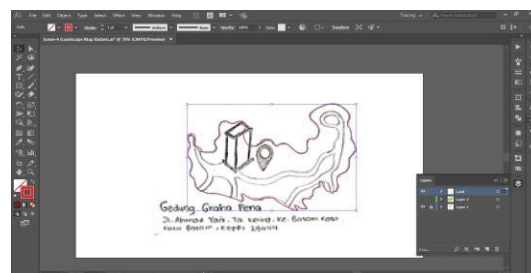


Figure 2: The process of tracing objects.

##### 3.1.2 Colouring Objects

The colouring process or colouring on the object is done using a tool called the Eyedropper Tool. The function of this tool is to be able to take and apply the original colour of the object so that the colour of the object made can resemble the original colour. This stage is done by selecting the selected object, then moving the cursor to the left to select the Eyedropper Tool, finally pointing the cursor at the colour of the original object. Thus, the colour display is applied to objects precisely. The object colouring process in detail is shown in Figure 3.



Figure 3: The object colouring process.

##### 3.1.3 Material Collection

Material collection is the process of collecting material objects that have been made based on the needs in making motion graphics. There are XX objects used in motion graphics that have gone through a process of modification to suit their needs.

#### 3.2 Animation Development

The stage of animation development is the process of moving a series of objects in motion graphics to make it look livelier and more interesting. The software used in performing this stage is Adobe After Effects CC. The techniques used in this stage include:

### 3.2.1 Create a Framework

The initial step in animating objects is to create a framework or worksheet in software by selecting the Composition → New Composition menu. The process of making the Framework in detail is shown in Figure 4.

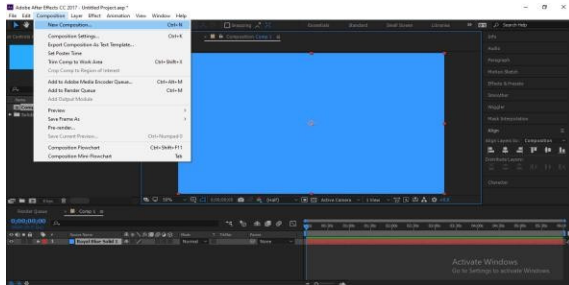


Figure 4: The process of making the framework.

### 3.2.2 Keyframes and Effect

In animate the motion of an object stage the steps taken are to input the Keyframe at the beginning and certain parts of the object's movements to get the desired animation results. In addition, by utilizing graphic adjustment techniques on object movements to get smoother motion results. In the process of moving the elements, a combination of transformation elements such as position, scale, and rotation are also used. Likewise, with utilizing Animation Composer to add the impression of life on the object. The process of making keyframes and using the Animation Composer effect in detail are shown in Figures 5 – 6.

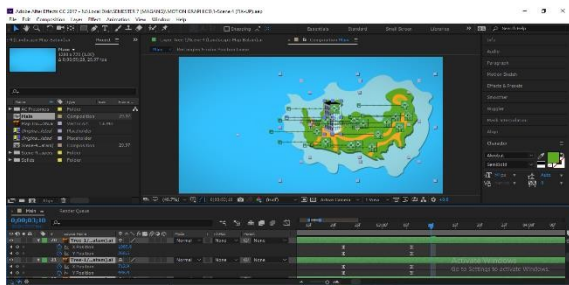


Figure 5: The process of making the keyframes.

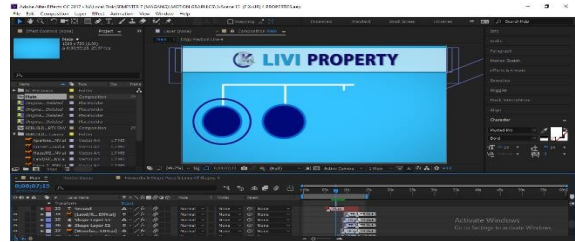


Figure 6: The use of effects in animation composer.

### 3.2.3 Selection of Background Music

Audio is one of the supporting powers of video besides the visual aspect, so this is also a step that must be considered in order to animate the contents of the video to provide a special attraction so that the audience does not get bored while watching the video.

In this motion graphic there are 3 types of audio used, namely music, voice over or voice over, and sound effects. The three types of audio use the mp3 format. This audio is used to support the mood, attract the attention of the audience and bring the image to life in motion graphics.

Back sound music used in Motion graphics is instrumental music licensed by no copyright sound, so it is free to use it. This back-sound music is titled Indonesian Modern Back sound Music obtained through the BacksoundMusikGratis YouTube account which states that this music is free to use by pasting the information in the description of the uploaded Motion graphics video.

## 3.3 Post-production

Post-Production is a stage of testing which carried out on the results of video motion graphics that are designed which are divided into 2 parts, namely alpha testing and beta testing. However, before entering the two stages, firstly an analysis of product implementation will be analyzed using motion graphic's aspects, namely spatial, temporal, live action, and typography as described below:

### 3.3.1 Spatial Aspect

Spatial aspect covers and handles sort of position, scale, rotation which are used in influencing the movement of direction, movement and size of an object with other objects. Spatial transformations that use a combination of position, scale and rotation in detail are shown in Figure 7.



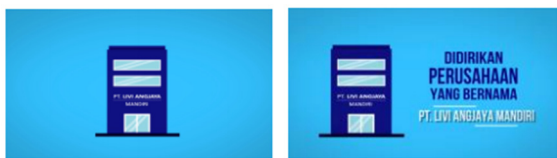


Figure 7: Implementation of spatial aspect of position on scene 3.

### 3.3.2 Temporal Aspect

Temporal Aspect is an aspect which regulates the smoothness of motion in motion graphics using frames per second (FPS). From a technical point of view, according to the colour standards of the National Television System Committee (NTSC), the ideal frame rate used is the range of 29.97 fps, where this standard will allow the audience to see in detail the image due to the large number of frames displayed in one second. The display of the animation using 29.97 fps in 1 second in detail is shown in Figure 8.

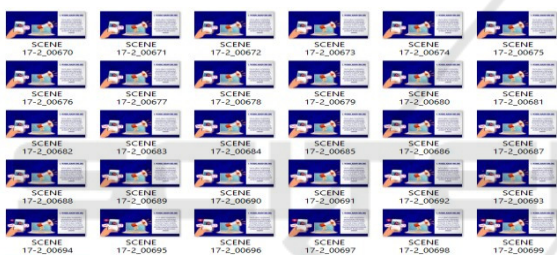


Figure 8: Implementation of 29,97 fps on 1 second sequence.

### 3.3.3 Live Action Aspect

The Live Action Aspect is an aspect that includes the order in the use of colours that have the ability to create moods and, express story ideas combined in videos that are supported by animated movements. The elements that animate this aspect include Contrast and Tone, Depth-of-Field (DOF), and the camera's Angle. The tone used in making motion graphics in this study refers to the background colour that is adjusted to the main colour characters in the company logo, namely light blue (light blue: 34C3FF) and dark blue (dark blue: 01018E). Meanwhile, the application of the DOF and Angle elements of the camera in detail is shown in Figure 9.



Figure 9: Implementation of depth-of-field (DOF).

### 3.3.4 Typography Aspect

Typography aspect is aspect which cover techniques in determining and composing the type of letters in making motion graphics to build a message and information in it. Sans Serif typeface was chosen in making this motion graphics so that the information presented through visual text can be seen clearly and easily. Examples of the use of font types in detail are shown in Figure 10.



Figure 10: Implementation of font sans serif.

## 3.4 Alpha Testing

This test is a preliminary test on a product that is conducted to test a product that is designed to ensure that the product is feasible and is free from all forms of deficiencies and errors, so that it can be identified first and continued with improvement. This test was conducted together with multimedia experts who are multimedia lecturers at the Batam State Polytechnic. This test is done by filling out the feasibility questionnaire from PT. Livi Angjaya Mandiri. After the questionnaire is filled in, the next step is to calculate the average score to draw conclusions from the calculation, whether or not it is appropriate to have motion video that will be published to the target audience. The test of motion graphics feasible by multimedia experts in detail is shown in Table 4.

Table 4: Product feasibility assessment result.

No.	Criteria	Evaluator Code			Total Score	Average
		A1	A2	A3		
1	The size of the object	4	4		12	4
	Movement between objects	4	4		11	3,66
	Object layout position	4	4		11	3,66
2	Element movement tempo	3	4		10	3,33
	Transition between scenes	4	4		11	3,66
	Frame rate	4	4		11	3,66
3	Background colour contrast	4	3		10	3,33
	Depth-of-field	3	3		9	3
	Camera angle	3	3		9	3,33
4	Font size	5	4		13	4,33
	Font type	5	4		13	4,33
<b>Total</b>		43	41	37	120	40,29
<b>Average</b>		3.9	3.7	3.3	10.9	3,6
<b>Category</b>		F	F	FE		<b>F</b>

Based on the calculation of the formula to find the interval and calculation in table 13, it can be concluded that the video motion graphics of PT. Livi Angjaya Mandiri is included in the Feasible category to the public as evidenced by the average rating that has reached the number 3.6, while comments / criticisms and suggestions will be used as material for further research improvement.

### 3.5 Beta Testing

This test is the final test of product testing on aspects of information and the appearance of motion graphics to the audience, namely the people of Batam city which includes housewives to employees using aspects of promotional objectives which include aspects of information delivery, reminding, cajoling and behaviour modification. In beta testing in this study, as many as 30 respondents participated in filling out online questionnaires, the results of which will be calculated using the Likert Scale method to determine respondents' responses to the introduction

of PT. Livi Angjaya Mandiri. Detailed result of the respondent's questionnaire is shown in Table 5.

Table 5: Result of the respondent's questionnaire.

Questionnaire Code	Statement	Total Score	Interpretation (%)
KA1	Motion graphic is easy to understand	130	86,67%
KA2	The message can be conveyed clearly and well.	130	86,67%
KA3	Motion graphics provide sufficient company profile information to the audience.	131	87,33%
KB1	Motion Graphics is reminiscent of the audience in maintaining the product	131	87,33%
KB2	Motion graphics promote the company well	129	86%
KC1	Motion graphics are persuading the audience to use the product	124	82,67%
KC2	Motion graphics attract the audience's interest in using products or services.	126	84%
KD1	Motion graphics are moving the audience in using the product	124	82,67%
KD2	Motion graphics are affecting the audience in using the product	123	82%

In accordance with the Likert scale assessment intervals that have been determined that the results of the value of 85.03% included in the category strongly agree Which means the respondent thinks strongly agree that the motion graphics presented have successfully promoted the company well and fulfilled all aspects of the promotion objectives. The application of the aspect of promotional objectives aims to test whether the resulting motion graphics can promote the company well in introducing the company profile to the people of Batam so that the final value of 85.03% is in the category strongly agree the main task of making video motion graphics PT. Livi Angjaya Mandiri is fulfilled.

### 3.6 Delivery

At this stage publications are carried out to respondents or the public as a target of research. After the testing phase is completed, then the publication is done through social media companies, namely via YouTube, Facebook and Instagram. The display of uploaded video of motion graphics on company social media in detail is shown in Figure 11.



Figure 11: Video distribution on YouTube.

## 4 CONCLUSIONS

Based on testing and analysis that has been done, the conclusion is motion graphics as a medium to promote PT. Livi Angjaya Mandiri becomes the right promotional material by using motion graphic's techniques, so that it provides an interactive appearance and easily understood by the target audience, namely the people of Batam.

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