

## ABSTRAK

### **Perancangan Animasi Motion Graphic Sebagai Media Promosi Digital Program Studi Informatika Di Universitas Baturaja**

Oleh : Fakhirah Rodhiyah

Perkembangan teknologi digital memberikan peluang baru dalam strategi promosi, khususnya di bidang pendidikan tinggi. Program Studi Informatika Universitas Baturaja perlu memanfaatkan media digital untuk meningkatkan daya tarik dan jangkauan informasi kepada calon mahasiswa. Penelitian ini bertujuan untuk merancang animasi motion graphic sebagai media promosi digital yang informatif, menarik, dan mudah dipahami. Metode yang digunakan dalam perancangan ini meliputi metode *Multimedia Develoment Life Cycle* (MDLC) yang mencakup *concept, design, material collecting, assembly, testing, dan distribution*. Hasil dari perancangan ini berupa video motion graphic berdurasi sekitar 1 menit 32 detik yang memuat informasi seputar keunggulan, beasiswa, prospek lulusan Program Studi Informatika Universitas Baturaja dan kontak PPMB. Berdasarkan hasil evaluasi pengujian menggunakan metode Blackbox dan User Acceptance Test (UAT) menghasilkan 89,6% dengan Tingkat penerimannya adalah sangat setuju, media ini dinilai efektif dalam menyampaikan informasi dan menarik minat audiens. Dengan demikian, animasi motion graphic ini dapat menjadi salah satu solusi promosi digital yang efisien dan relevan dengan tren komunikasi visual saat ini.

**Kata Kunci :** *Motion graphic*, Animasi, Media Promosi Digital, Informatika, Universitas Baturaja.

## ABSTRACT

### **Motion Graphic Animation Design as Digital Promotion Media for Informatics Study Program at Baturaja University**

By : Fakhirah Rodhiyah

The development of digital technology provides new opportunities in promotional strategies, especially in the field of higher education. The Informatics Study Program of Baturaja University needs to utilize digital media to increase the appeal and reach of information to prospective students. This study aims to design motion graphic animation as a digital promotional media that is informative, attractive, and easy to understand. The methods used in this design include the Multimedia Development Life Cycle (MDLC) method which includes concepts, design, material collection, assembly, testing, and distribution. The results of this design are in the form of a motion graphic video with a duration of approximately 1 minute 32 seconds containing information about the advantages, scholarships, prospects for graduates of the Informatics Study Program of Baturaja University and PPMB contacts. Based on the results of the evaluation of the testing using the Blackbox method and User Acceptance Test (UAT) which produced 89.6% with a very agreeable acceptance rate, this media is considered effective in conveying information and attracting audience interest. Thus, this motion graphic animation can be one of the efficient digital promotional solutions that is relevant to current visual communication trends.

**Keywords:** Motion graphic, Animation, Digital Promotion Media, Informatics, Baturaja University.