

The 2D Digital Motion Graphic Visualization Design For Ibrahimy Library Promotion

Ummu Syalamah¹, Muhammad Ali Ridla², Ahmad Lutfi³

^{1,2,3}Universitas Ibrahimy, Indonesia, 68372

email ummusyalamah8@gmail.com

ABSTRACT

Promotion has an important role in inviting people to use the products, services and ideas offered by an institution. This paper discusses the importance of promotion in the library context, considering the low public assessment and interest in libraries. Even though libraries operate in the field of non-profit services, promotion is still necessary. Therefore, the products and services they offer can indeed attract user interest. Promotion is not only a means of information, but also a persuasive tool to create consumer loyalty. The close relationship between promotion and marketing shows that promotion is an integral part of the marketing mix that contributes to the development of an institution or organization. The use of animation, especially motion graphic techniques, in promotional videos is the main focus to provide visual appeal and impressions that are difficult to achieve with live shoot videos. Combining motion graphic techniques with special effects creates promo videos that are innovative, interesting and easy to understand. Libraries are an important part of society's education and knowledge systems, and they play an important role in providing access to a variety of information resources. Therefore, it is very important to encourage libraries to increase public awareness and use of the various information resources available.

Keywords:

Design; Digital; Library; Promotion; Video

INTRODUCTION

In this modern era, the library world at Ibrahimy University is entering a new stage of transformation spurred by technological advances and the need for effective visual communication. 2D digital motion graphic video design emerged as a mesmerizing and innovative medium to communicate the potential and excellence of Ibrahimy library. Through the incorporation of creative graphic design elements with animation technology, the video aims to engage the student generation in a more dynamic and immersive way. In the current era of globalization, competition in the world of education is getting tougher, therefore it requires the right promotional strategy to achieve success.(Sunarya et al., 2018) In general, promotions are carried out with the aim of influencing the attitudes, knowledge and behavior of promotional targets to persuade them to buy or use the goods or services offered.(Riza et al., 2017) Promotion is one of the ways used to increase sales volume.(Puspitarini & Nuraeni, 2019)

The role of advertising in the marketing mix is to achieve various communication objectives.(Ismail, 2018) Advertising is part of the marketing mix and is used not only to provide information but also as a tool to persuade consumers to create loyalty, and to ensure that consumers always use advertising without hesitation.(Jones, 2003) Library promotion can become more dynamic and effective by using two-dimensional digital motion graphic video design. Ibrahimy University's Ibrahimy Library can strengthen its position as a contemporary information center and keep up with digital trends with this method. It is expected that participation will increase with this implementation. the advantage of motion graphic animation is that it visualizes what is difficult to visualize by live shoot video.(Priyoatmoko & Informasi, 2017)

In the age of the internet, library promotion requires innovative approaches to attract the attention of the public, especially the younger generation who are highly interested in technology. Animation provides an opportunity to convey messages in a way that is more engaging, entertaining, and accessible to a wide range of audiences. Libraries face the challenge of increasing public interest, especially in the midst of competing information from digital media. Animation, a form of content that is very popular among

internet users, is used to promote the library by utilizing moving images or illustrations that are animated. With a different commercial design than before, it is hoped that it can overcome the shortcomings of conveying information and creating advertisements that are attractive, and easy to understand with the realization of 2D digital motion graphics videos. (Mahardika & Soewito, 2021) In this journey, we will discuss the effects of new technologies on student libraries, where the use of digital platforms and online resources has disseminated research and learning. Student libraries help students from different backgrounds exchange ideas and cultures, in line with the spirit of globalization. Let's explore the space and time of student libraries together, opening a new chapter in a colorful and inspiring academic journey. From traditional libraries to the latest technological innovations, together we will explore the crucial role of libraries as partners in creating a generation of students who are knowledgeable, creative, and ready to face the challenges of the future.

METHOD

The research method used is qualitative. (Hasibuan et al., 2022) qualitative research is usually very concerned with processes, events and authenticity. (Somantri, 2005) this research uses qualitative methods to analyze, break down and summarize different information from different settings. Data collection can be in the form of interviews or observations of the problems studied in the field. The research was conducted at Ibrahimy University's Ibrahimy Library. Documentary method was also used, which is information derived from important documents of organizations and individuals. This method is used to retrieve document source information from the library. Ibrahimy University.

In the context of social research, there are generally two different types of interviews: (1) informant interviews and (2) respondent interviews. Informant interviews aim to obtain information and data about specific people (not personal to the informant) for informational purposes, while respondent interviews are conducted for comparative purposes, aiming to obtain information about oneself and the attitudes and views of the interviewee. (Haryanto, 2011) During this observation, the researcher systematically observed and reviewed information about geographical location, facilities and infrastructure, time and location, library visits.

This research designed a long-form video that can be displayed on the LCD screen in the audio visual room and can be displayed during student visits to inform them about library services. The measurement indicators of the developed advertising media have two measurement perspectives. The first aspect is seen from the point of view of usability, namely Design, ease of use, proposed commercial performance, and the second aspect is from the point of view of effectiveness, namely the ultimate achievement of the goal, in commercial terms. Whether this 2D digital motion graphics video is feasible to use as advertising media or not.

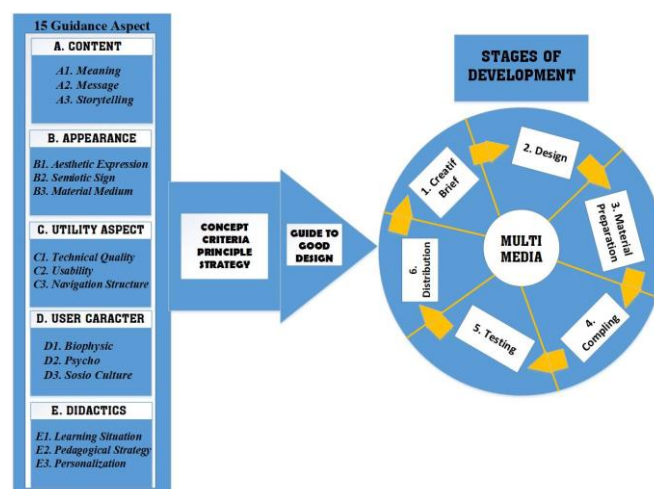


Figure 1. Key factors in the level of multimedia development

RESULTS AND DISCUSSION

The purpose of this research is to develop 2D motion graphics-based multimedia in the form of digital videos to advance Ibrahimy University's Ibrahimy Library. Attractive multimedia is designed to

increase public interest in visiting the library and reading books. Motion graphic is a term used to describe various professional graphic design solutions in creating a dynamic and effective communication design.(Siregar, 2017) Increase multimedia information content so that students know what facilities are available at the Ibrahimy University Ibrahimy Library. Also contains information about the history and development of the Ibrahimy Library.

This research work is also expected to help the library support and provide information to students creatively, innovatively and effectively. Multimedia design is made as interesting as possible to arouse students' interest in visiting the library, especially those who are curious.

Creative brief

Creative brief is a brief guide that is a stimulus made by a strategic planner which will later be given to the creative team as a basic guideline and guide in making a creative strategy(Salim & Hartanto, 2022). Several aspects related to the Creative Brief are of concern in the development of the design made. One of them is the existence of a goal where this goal is designed to facilitate information from the library, this digital motion graphics video design is designed to be more creative and innovative in conveying information to students, and still effective in achieving goals at an affordable cost. This is how 2D motion graphics-based video design is able to attract visitors(Kusumadinata et al., 2019). After that there must be a target Audience In designing this 2D motion graphic digital video, the main target is aimed at Ibrahimy University students. This promotional video focuses on students and college students because public libraries provide great support in their learning process, especially when they need supporting materials such as books. In this situation, students who do not have personal books decide to come to the library to borrow books. This saves money on personal expenses. Under these circumstances, it is difficult for students who have not been motivated to study or read books in the library to visit the library even if it is just for a visit. The advantages of 2D digital motion graphic video design make it easier for library staff to communicate library messages and information. Not only through conventional delivery, but also through creative and innovative delivery so as to attract visitors to visit the library and read books. The expected effect of this 2D digital motion video production is that the message can be communicated effectively and positively among students. This information is expected to increase public awareness of the various services offered by Ibrahimy Library.

Design.

Design is a design process that involves human creativity and aims to produce objects, systems, and others that are beneficial to mankind(Anindita & Riyanti, 2016). When designing a 2D motion graphics-based digital video, the image of a Muslim woman is used as the main mascot of the commercial screen. The selection of Muslim women in this video is intended to represent the icon of Ibrahimy University. The image of Muslim women in the form of 2D digital motion graphics is designed to be interactive and fun, especially for students to be interested in watching and listening to the video game. Not only illustrations of Muslim women are shown in this promotional video, but also illustrations of students, which aims to attract audiences, especially students.



Figure 2. illustration of a Muslim woman(Brgfx, n.d.)

Compiling

As Ibrahimy University's Ibrahimy Library is a pesantren library, many students are unaware of the facilities the library offers. That is why it is important to implement a more innovative promotional video. The original design created a 2D digital motion graphics video depicting a Muslim female figure that reflects the university's icon. In this way, it is expected that the delivery of the message will be more effective and attractive, especially to arouse students' interest. The initial idea of making this advertisement stems from the students' ignorance of the existence of a library with adequate facilities for

student learning. The purpose of using Muslimah characters is to attract students to come to the library and increase their interest in reading. The purpose of communicating the message using an animated video is to improve the positive image of the advertised agency by promoting the agency's advantages in the form of an animated video.

Script writing

Script writing starts with creating a rough outline of the story narrative, which will later be converted into a visual representation of the object. Animating. The animation is done by applying similar basic techniques in each scene, including the use of opacity, scale, position, and rotation techniques.

Testing

In this testing stage, the researcher tested the resulting digital motion video. At the initial stage, the resulting video was evaluated to test its functionality to reduce the risk of possible crashes, damage or incompleteness. Testing was done by playing the video on a laptop using Windows Media Player. Once the developer was tested, checks were made to prevent damage or malfunctions. In addition, researchers also conducted tests where media experts acted as expert validators and library officers acted as material validators.



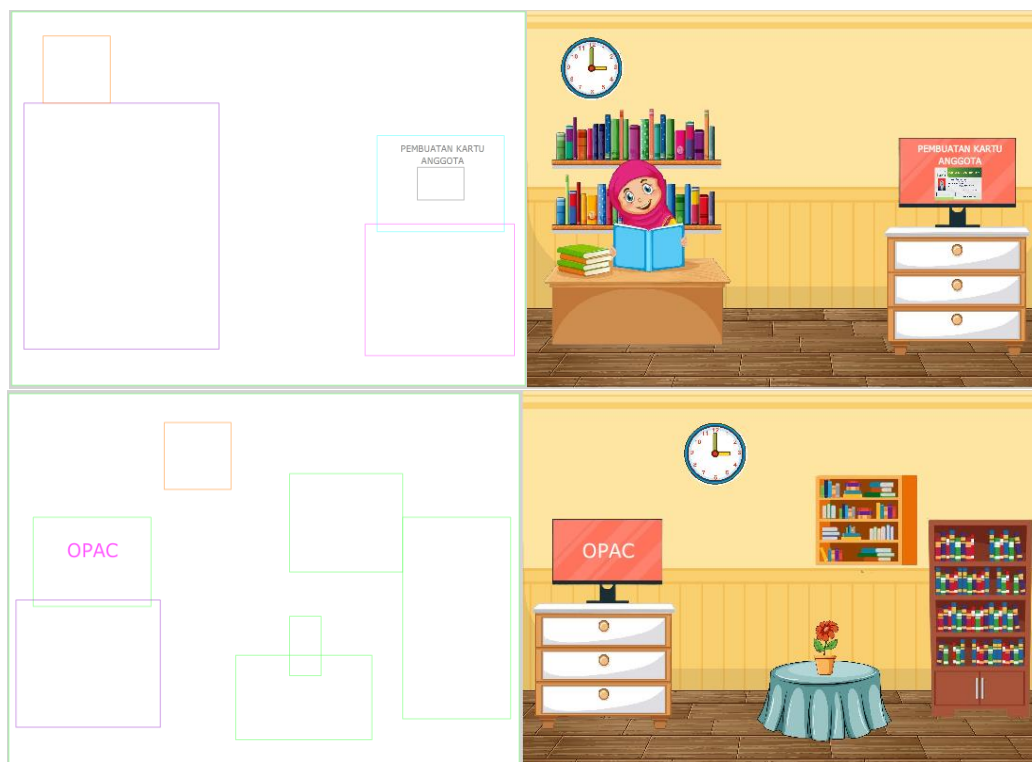


Figure 3. Sketch of 2D digital motion graphic video of Ibrahimy Library

Distribution

In this stage of deployment, a compression process is performed to make the videos created during the deployment process more efficient. During the deployment process, the video files are transferred from the computer device into a CD-R. The designer can also provide links for the audience to view the video through social media deployment such as YouTube and Instagram. below is the overview created by the design.

CONCLUSION

This research discusses the importance of promotion in the context of libraries, focusing on the utilization of 2D motion graphic animation as a promotional tool. This research includes qualitative research methods with a multimedia design approach using the Holistic Multimedia Development Model (HMDM). The goal is to increase student interest and visits to Ibrahimy University's Ibrahimy Library.

In developing the promotional video, this research created an initial concept involving an illustration of a Muslim woman as the main icon, with the aim of strengthening the identity of Ibrahimy University. Through an interactive and fun design, the video is expected to attract students, especially the students.

The testing method includes evaluation of functionality, message communication, and user response. The results show that the utilization of 2D motion graphic animation technology in making promotional videos can be a proactive step to overcome literacy challenges and increase student awareness of library facilities. Thus, this study concludes that promotion through 2D motion graphic digital videos can effectively improve the library's image, attract the attention of the target audience, and facilitate increased reading interest and visits by students.

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BIOGRAPHIES OF AUTHORS



Ummu Syalamah a student at Ibrahimy University, majoring in information systems, with the spirit to always learn and innovate, ummu hopes that this work can have a positive impact and inspiration for colleagues and the entire scientific community. He can be contacted at email: ummusyalamah8@gmail.com