

ABSTRAK

PUTRI GHANIM SEPTIA HABIBA, Pembuatan Video Iklan Komersial pada Toko Galaxy Optik. Pembimbing PRASETYO WIBOWO YUNANTO, M.Eng dan VINA OKTAVIANI, M.T.

Toko Galaxy Optik merupakan salah satu ritel yang menggunakan iklan sebagai media promosinya. Namun, media promosi yang dimiliki Galaxy Optik kurang efektif. Tujuan penelitian ini adalah untuk membangun sebuah media promosi berbasis *motion graphic* 2D yang layak dan efektif sehingga memberi kesan kepada calon konsumen bahwa Galaxy Optik adalah perusahaan yang serius dalam bisnisnya dan memunculkan kepercayaan kepada calon konsumen. Metode yang digunakan dalam penelitian ini adalah *Research and Development* (R&D) dengan model pengembangan *Multimedia Development Live Cycle* (MDLC). Video iklan komersial berbasis *motion graphic* yang telah dibuat, selanjutnya diuji menggunakan instrumen yang telah divalidasi. Instrumen diberikan kepada ahli materi, ahli media, dan responden. Hasil validasi ahli materi menyatakan bahwa materi produk video iklan komersial Toko Galaxy Optik valid. Hasil uji ahli media menyatakan bahwa produk video iklan komersial layak. Hasil uji coba responden calon konsumen mendapat nilai persentase keefektifan sebesar 89,02%, kategori sangat efektif. Dapat disimpulkan bahwa pembuatan video iklan komersial pada Galaxy Optik menghasilkan video iklan yang layak dan efektif. Layak artinya produk telah sesuai dengan materi dan tujuan yang ingin disampaikan kepada calon konsumen dan efektif artinya video iklan komersial dapat meningkatkan minat beli dan memperluas pemasaran Toko Galaxy Optik.

Kata kunci: video, iklan, komersial, *motion graphic*, Galaxy Optik, pembuatan.

ABSTRACT

PUTRI GHANIM SEPTIA HABIBA, The Creating of Commercial Video Ads in Galaxy Optic Store. Supervisor PRASETYO WIBOWO YUNANTO, M.Eng and VINA OKTAVIANI, M.T.

Galaxy Optic Store is one of the retail that use advertising as a media promotion. However, the media promotion which is owned Galaxy Optic less effective. The purpose of this research was to develop a feasible and effective promotion media with 2D motion graphic-based so it makes the strong impression that Galaxy Optic is a credible company in the business for earning prospective customers' trust. The method used in this research was Research and Development (R & D) with Multimedia Development Live Cycle (MDLC) development model. Commercial video ads with motion graphic-based that had been created, then tested use the validated instrument. Instrument was given to subject matter expert, media expert, and respondent. The results of validation by subject matter expert showed that subject matter of commercial advertisement video of Galaxy Optic was valid. The results of testing by media expert showed that commercial advertisement video of Galaxy Optic was feasible. The results of trials of prospective customers respondents got a 89.02% of value percentage, very effective category. It can be concluded that creating of commercial advertisement video on the Galaxy Optic, can created feasible and effective video ads. Feasible, it means the product was already in accordance with the subject matter and the purpose of the wish communicated to prospective customers and effective, it means the video ads can increase buying interest and expand the marketing of the Galaxy Optic Store.

Keywords: video, advertising, commercial, motion graphic, Galaxy Optic, creating.