PENERAPAN *MOTION GRAPHICS* DAN *ANIMATED STORY TELLING* PADA PERANCANGAN MATERI PROMOSI UMKM

ABSTRAK

Perkembangan teknologi digital telah mendorong perubahan signifikan dalam strategi promosi Usaha Mikro, Kecil, dan Menengah (UMKM), khususnya dalam pemanfaatan media visual interaktif untuk meningkatkan daya tarik dan efektivitas penyampaian pesan. Namun, penggunaan media promosi yang masih didominasi oleh konten statis dan penyampaian informasi yang sederhana dapat menyebabkan pesan produk atau jasa kurang menarik dan kurang optimal dalam menjangkau audiens. Kondisi tersebut menjadi dasar pemilihan motion graphics dan animated storytelling sebagai alternatif media promosi digital bagi UMKM di Kota Lhokseumawe. Motion graphics dipilih karena mampu menyajikan informasi secara visual dan dinamis, sedangkan animated storytelling dapat menyampaikan pesan melalui alur cerita yang lebih menarik dan mudah dipahami. Penelitian ini bertujuan untuk merancang dan menerapkan motion graphics dan animated storytelling sebagai media promosi digital yang kreatif, informatif, dan mudah dipahami oleh target audiens UMKM di Kota Lhokseumawe. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan tahapan identifikasi masalah, studi literatur, analisis kebutuhan, perancangan, implementasi, serta pengujian dan evaluasi hasil. Proses perancangan dimulai dengan pengembangan konsep cerita dan storyboard, pemilihan elemen visual seperti warna, tipografi, ilustrasi, dan karakter animasi, hingga tahap produksi menggunakan perangkat lunak pendukung seperti Blender, Canva, dan CapCut.

Pengujian dilakukan melalui evaluasi kualitas visual, kejelasan narasi, serta respons audiens terhadap materi promosi yang dihasilkan. Hasil penelitian menunjukkan bahwa penerapan motion graphics dan animated storytelling mampu meningkatkan daya tarik visual, memperjelas pesan promosi, serta memperkuat citra merek UMKM. Video promosi yang dirancang dengan alur cerita sistematis dan elemen animasi dinamis dapat membantu meningkatkan keterlibatan audiens dan mempermudah pemahaman informasi produk atau jasa yang ditawarkan. Meskipun demikian, terdapat beberapa kendala, seperti keterbatasan sumber daya, biaya produksi, dan kebutuhan keterampilan teknis dalam proses pembuatan animasi. Oleh karena itu, motion graphics dan animated storytelling dapat menjadi salah satu alternatif media promosi digital yang efektif bagi UMKM dalam menghadapi persaingan di era digital.

Kata kunci: *Motion Graphics, Animated Storytelling*, UMKM, Media Promosi Digital, *Branding*

The Implementation of Motion Graphics and Animated Storytelling in the Design of Promotional Materials for MSMEs

ABSTRACT

The development of digital technology has driven significant changes in the promotional strategies of Micro, Small, and Medium Enterprises (MSMEs), particularly in the use of interactive visual media to enhance the attractiveness and effectiveness of message delivery. However, promotional media that are still dominated by static content and simple information delivery may result in product or service messages being less appealing and less effective in reaching the target audience. This condition forms the basis for selecting motion graphics and animated storytelling as alternative digital promotional media for MSMEs in Lhokseumawe City. Motion graphics were chosen because they can present information in a visual and dynamic manner, while animated storytelling can convey messages through more engaging and easily understandable narratives.This study aims to design and implement motion graphics and animated storytelling as creative, informative, and easily comprehensible digital promotional media for MSMEs in Lhokseumawe City. The research employed a qualitative approach consisting of problem identification, literature review, needs analysis, design, implementation, and testing and evaluation stages. The design process began with the development of story concepts and storyboards, followed by the selection of visual elements such as colors, typography, illustrations, and animated characters, and continued to the production stage using supporting software such as Blender, Canva, and CapCut.The evaluation was conducted through assessments of visual quality, narrative clarity, and audience responses to the promotional materials produced. The results indicate that the implementation of motion graphics and animated storytelling can enhance visual appeal, clarify promotional messages, and strengthen the brand image of MSMEs. Promotional videos designed with systematic storylines and dynamic animation elements can help increase audience engagement and facilitate understanding of the products or services offered. Nevertheless, several challenges were identified, including limited resources, production costs, and the need for technical skills in the animation process. Therefore, motion graphics and animated storytelling can serve as effective alternative digital promotional media for MSMEs in facing competition in the digital era.

Keywords: *Motion Graphics, Animated Storytelling, MSMEs, Digital Promotion Media, Branding*