Asbtrak

Media promosi memiliki peran penting dalam memperkenalkan Program Studi Sistem Informasi kepada calon mahasiswa. Namun, media promosi yang digunakan selama ini dinilai belum mampu menyampaikan informasi secara menarik dan menyeluruh. Penelitian ini bertujuan menerapkan Visual Storytelling dan Narrative Design dalam pengembangan video promosi berbasis animasi 3D untuk Program Studi Sistem Informasi Universitas Malikussaleh. Metode yang digunakan adalah Research and Development (R&D) dengan pendekatan mixed methods serta model pengembangan ADDIE yang meliputi tahap Analysis, Design, Development, Implementation, dan Evaluation. Pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, dan kuesioner. Video promosi dikembangkan menggunakan perangkat lunak Blender dan dievaluasi melalui pengujian terhadap 19 responden yang terdiri atas mahasiswa aktif dan alumni Program Studi Sistem Informasi Universitas Malikussaleh. Evaluasi dilakukan menggunakan enam aspek pengujian, yaitu uji narasi, uji emosi, uji audiens, uji keberhasilan pesan, uji durasi, dan uji A/B. Hasil penelitian menunjukkan bahwa video promosi memperoleh tanggapan positif pada seluruh aspek pengujian. Video yang dikembangkan mampu menyampaikan informasi mengenai profil program studi, fasilitas, lingkungan akademik, dan prospek lulusan secara runtut, menarik, serta mudah dipahami. Selain itu, mayoritas responden lebih memilih video promosi animasi 3D dibandingkan media promosi konvensional. Dengan demikian, penerapan Visual Storytelling dan Narrative Design berhasil menghasilkan video promosi yang efektif sebagai media promosi Program Studi Sistem Informasi Universitas Malikussaleh.

Kata kunci: Visual Storytelling, Narrative Design, Video Promosi, Animasi 3D, ADDIE

*Abstract*

*Promotional media plays an important role in introducing the Information Systems Study Program to prospective students. However, the promotional media currently used has not been able to present information in an engaging and comprehensive manner. This study aims to implement Visual Storytelling and Narrative Design in developing a 3D animated promotional video for the Information Systems Study Program at Malikussaleh University. The research employed the Research and Development (R&D) method with a mixed methods approach and the ADDIE development model, consisting of the Analysis, Design, Development, Implementation, and Evaluation stages. Data were collected through observation, interviews, documentation, and questionnaires. The promotional video was developed using Blender software and evaluated by 19 respondents consisting of active students and alumni of the Information Systems Study Program at Malikussaleh University. The evaluation was conducted using six assessment aspects: narrative testing, emotional testing, audience testing, message effectiveness testing, duration testing, and A/B testing. The findings indicate that the promotional video received positive responses across all evaluation aspects. The developed video effectively presents information about the study program, its facilities, academic environment, and graduate prospects in a structured, engaging, and easily understandable manner. Furthermore, most respondents preferred the 3D animated promotional video over conventional promotional media. Therefore, the implementation of Visual Storytelling and Narrative Design successfully produced an effective promotional video for the Information Systems Study Program at Malikussaleh University.*

*Keywords: Visual Storytelling, Narrative Design, Promotional Video, 3D Animation, ADDIE*