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Profile-based video design for motion graphics: a case study of the multimedia engineering technology study program at Boash Indonesia Digital Polytechnic

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ABSTRACT
A company profile is a detailed representation of a company, aimed at attracting customer attention and interest. Among the various forms of company profiles, video is one of the most effective. The Multimedia Engineering Technology Study Program at Boash Indonesia Digital Polytechnic (PDBI) currently lacks a profile video, which could serve as a significant promotional tool. This research aims to develop an informative and promotional medium in the form of a motion graphic-based profile video. The method employed is the Multimedia Development Life Cycle (MDLC). The resulting motion graphic-based profile video is designed to support promotional activities, presented in an educational and communicative manner to ensure effective delivery to the audience.

1. Introduction

In the digital era, information is easily accessible and widely disseminated through various media channels (Ahmad, Kuldasheva, Nasriddinov, Balbaa, & Fahlevi, 2023; Yusuf et al., 2023)). Among these, video stands out as a particularly effective medium for conveying information in an engaging and informative way. Educational institutions worldwide face increasing competition in attracting students, both locally and internationally, making digital media promotion increasingly vital as technology advances and consumer behavior evolves (Fahlevi, Vional, & Pramesti, 2022; Juhandi, Zuhri, Fahlevi, & Noviantoro, 2020). A company profile video is a comprehensive medium that combines movement and real visualization, offering a dynamic presentation of an organization's vision and mission. This medium plays a crucial role in conveying the profile of an institution, allowing for a more engaging presentation than traditional formats like brochures, banners, and websites. According to Sutrisman et al. (2019), a company profile video can also serve as a useful tool in meetings, streamlining discussions by preemptively answering questions about the organization's profile, vision, and mission. Motion graphics, as described by Machda (2010) and quoted by Nana et

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al. (2021), integrate 2D and 3D elements, video, illustrations, animation, music, and photography, creating a compelling visual experience.

Given this context, profile videos can be understood as audiovisual displays designed to communicate comprehensive information about an organization to the public, utilizing motion graphics to make the content more engaging and communicative. The Multimedia Engineering Technology Study Program at Boash Indonesia Digital Polytechnic (PDBI) is an Applied Undergraduate Education Program (D4) focusing on applied sciences, particularly in enhancing multimedia systems performance through multimedia processing techniques. Currently, the PDBI Multimedia Engineering Technology Study Program relies on print media such as brochures, posters, and banners, as well as social media content, for information dissemination and promotion. However, there remains a lack of awareness about the D4 Multimedia Engineering Technology Study Program among the local population in Bogor, Indonesia, where PDBI is lo- cated. Therefore, there is a need to innovate and improve the quality of promotional media to attract potential students from Bogor and surrounding areas.

To effectively convey and explain information about the Multimedia Engineering Technology Study Program, a compelling profile is essential. Currently, the available profile is limited to the campus website. This study proposes the creation of a more attractive profile incorporating audiovisual elements, including motion graphics and sound, to ensure that the information is lively and easily understood. Based on the above background, the research question is formulated as follows: "How can a motion graphic-based profile video be designed for the Multimedia Engineering Technology Study Program at Boash Indonesia Digital Polytechnic?" The objective of this research is to design an engaging and informative motion graphic-based profile video to enhance brand awareness, improve the image of the study program, and attract prospective students to enroll in the Multimedia Engineering Technology Study Program.

2. Literature Review

2.1. Definition of Company Profile

A company profile is detailed information about a company, designed to attract customer attention and interest. Company profiles can take various forms, including videos, print media, and online websites, all serving the same function and purpose: to provide comprehensive details about the company. One example of a company profile is a video created using motion graphic techniques. The creation of such videos re- quires specialized computer software and hardware to design graphics, text, and colors according to specific needs (Dewi, 2022).

2.2. Definition of Motion Graphics

Motion Graphics is a form of animated visual art that combines visual effects and animation. This approach transforms the editor's role into not just a video editor but also a motion design expert, responsible for encoding, color grading, and motion graphics. Motion Graphics is particularly effective in various fields, including business tutorials, television program titles, promotions, advertising, and portfolio presentations (Lorensio, 2023). According to Pakpahan (2021), several principles must be considered when creating motion graphics, including composition, framing, flow, texture, inspiration, emotion, sound, and transitions. In summary, Motion Graphics is a graphic design

technique that merges animation, video, and moving graphics to create dynamic and engaging visuals. This technique is often used to capture the audience's attention and convey messages effectively.

The stages of creating Motion Graphics include (Lorensio, 2023):

- Idea (Initial Concept

This stage involves generating an initial idea or concept for the motion graphics project based on the project's needs and goals.

- Screenwriting (Script Writing

This stage involves writing the scenario or script used in the project, serving as a guide for creating animation, sound, and visual elements.

- Storyboarding

This stage involves creating a storyboard or visual depiction of the project, showing the sequence of scenes, object placement, and overall visual presentation.

- Use of Sound

This stage involves integrating audio that adds nuance and emotion to the project.

- Animation

This stage involves creating the animation or movement of objects, bringing scenes to life according to the script and storyboard developed earlier.

2.3. Definition of Animation

Animation is an art form that brings objects or characters to life through a sequence of images presented at high speed (Farastuti, 2021). The unique aspect of animation lies in its ability to convey information visually and interactively, combining motion, color, and sound elements (Ega, 2021). This combination makes it easier to convey interesting information that is easy for the audience to understand.

2.4. Definition of Multimedia

Multimedia, as defined by Zulfa Shoumi (2019), is a media type that integrates various other media, such as visual and auditory elements. Multimedia combines data, sound, video, audio, animation, graphics, text, and sound, which can be displayed through a computer. This integration allows multimedia to be an effective tool for information dissemination, making it easier for people to access and understand information. One form of multimedia is animation, which combines images and sound to create engaging content.

2.5. Definition of Promotion

Promotion is an effort or communication tool used to introduce a product from a particular company to the public, aiming to attract interest and increase sales (Lorensio,

2023). Promotion has evolved with the advent of social media and digital market- ing, which have become some of the most effective platforms for promoting products or services (Lorensio, 2023). Social media promotion is widely used to disseminate information about culture, tourism, health, lifestyle, religion, politics, and more. Infor- mation shared through various social media platforms is more effective and efficient, especially in audiovisual form (Wahyuningsih, 2022).

3. Research Methods

3.1. Data Collection Method

The data collection method employed in designing the Profile Video for the Multime- dia Engineering Technology Study Program at Boash Indonesia Digital Polytechnic utilizes qualitative methods through an observational approach. The author conducted observations of the campus environment and study programs and gathered information from the campus website. This information was essential for the video design process.

3.2. Design Method

In developing the video, the researchers used the Multimedia Development Life Cycle (MDLC) method. This method is divided into several stages: concept, design, material collection, assembly, testing, and distribution (Binanto, 2010 in Melati et al., 2022;) (Fahlevi et al., 2024).

1. Concept

In this initial stage, the aims and objectives of creating the study program profile video were determined. This stage involves defining the purpose and the target audience for the video.

2. Design

The design stage involves planning how the video will be structured, including deter- mining the type of animation that will be produced. This stage focuses on developing the visual style and narrative flow of the video.

3. Material Collection

At this stage, the researchers collected the materials needed to create the video profile. These materials may include images, videos, and audio, which were selected based on the plans established during the design stage.

4. Manufacturing (Assembly)

During the assembly stage, the various graphic elements that have been prepared are combined or integrated into the creation process. This involves using software applications to arrange and build the necessary graphic elements, text, characters, and visual effects.

5. Testing

Once the animation creation is complete, the testing phase is conducted internally. The purpose of this stage is to verify whether the animation results meet the desired objectives. Animation testing involves content and media experts, as well as feedback from the target audience, to assess the effectiveness of the animation.

6. Distribution

In the final stage, the completed video is distributed to the target audience. The video will be uploaded and shared via social media platforms to reach a broader audi- ence.

4. Results and Discussion

4.1. Multimedia Development Life Cycle (MDLC)

4.1.1. Draft (Concept

The concept of the Multimedia Engineering Technology Study Program profile video is outlined in Table 1:

Table 1. Video Concept

Title	Video Proftle of the Multimedia Engineering Technology Study Program
Objective	Serve as a promotional and informational medium
Draft	The video content focuses on the study program profile, course material, facilities, and a call to action
Content	Consists of an intro, main video content about the study program profile, outro, and credit title
Audience	High school/vocational school graduates who want to continue their studies, or the general public
Elements	Motion Graphics, audio, video, illustrations, text
Results	Video in .mp4 format

Table 2. Scenes

S/N	Scenes Duration	Description
1	4 seconds	Displays the Multimedia Engineering Technology Study Program logo with background white.
	13 seconds	Introducing the TRM study program with background campus buildings. **Scripts:** " The Multimedia Engineering Technology Study Program is one of the superior study programs at Boash Indonesia Digital Polytechnic."
2	9 seconds	Displays illustrations of undergraduate characters and explains the study program profile. **Scripts:** "This Study Program is an Applied Undergraduate Education Program (D4) which focuses on applied science studying various course materials with an adaptive curriculum, such as:"
3	36 seconds	Displaying icon of each lecture material. Scripts:"Graphic design, audio video, 2d 3d animation, UI UX, broadcasting, digital marketing, project management, ar, vr, big data science, databases, programming algorithms, data structures, web and mobile programming, computer networks, cloud computing, artificial intelligence, and IoT."
4	17 seconds	Displays illustrations of existing facilities on campus. Scripts:""The facilities are complete, there are classrooms, computer labs, meeting rooms, canteens, cafes, free swimming pools."
5	7 seconds	Features illustrations of campus buildings and characters. Scripts:"What are you waiting for? Come on, join now! Visit the Instagram account @boashpolytechnic and click the link in the bio for more information."
	5 seconds	Displays the credit title that appears from the bottom scrolling up.

4.2. Material Collection

The materials, including illustration images created using Adobe Illustrator, are shown in Figure 1.
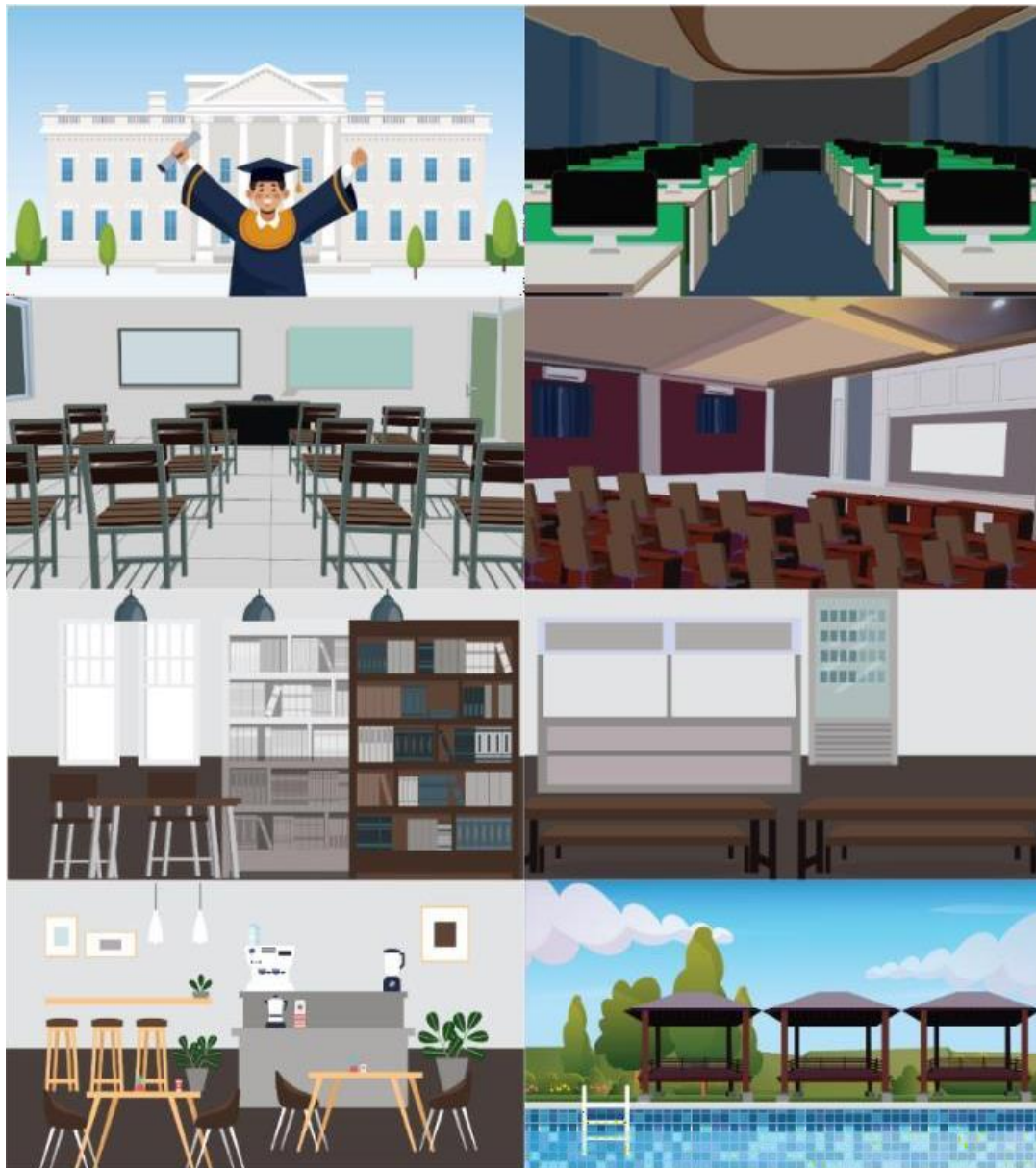
Figure 1. Material Collection

4.3. Making (Assembly)

Various elements such as illustrations were created using Adobe Illustrator and then animated using Adobe Animate. These were then combined into a complete animated video using Capcut Desktop.

4.4. Testing

During the assessment, a team of media experts or lecturers provided feedback suggesting that the video content should be further refined to ensure the information conveyed is both comprehensive and concise.
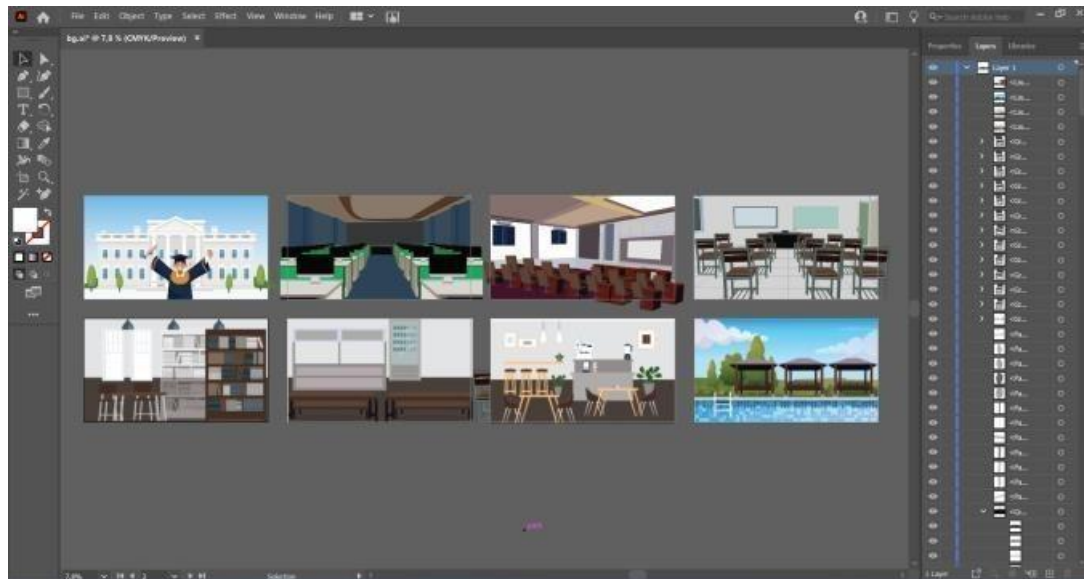
Figure 2. Stagesof Creating an Illustration in Adobe Illustrator

Figure 3. Stages of Creating Animation in Adobe Animate

4.5. Distribution

The completed video will be provided to the campus and distributed via social media platforms.

4.5.1. Video Profile Results

The outcome of the design process is a profile video for the Multimedia Engineering Technology Study Program at Boash Indonesia Digital Polytechnic. This video provides an overview of the study program, divided into three main sections: the opening display,

Figure 4. Editing Stage in Capcut Desktop

content display, and closing display.

1. Opening Display

The opening section presents an external view of the campus, including the study program logo, study program name, and an animation of campus buildings.

Figure 5. Opening Scene 1 Take 1 (Program Logo)

3. Content Display

The content section introduces characters against a backdrop of campus buildings, providing a brief overview of the study program, including the courses offered and campus facilities.

4. Closing Display

The closing section showcases characters and campus buildings, followed by the display of official campus social media accounts and a transition to the credit title. Once the video design is finalized, it will be handed over to the campus and uploaded to various social media platforms as a promotional tool. This research activity assists the study program in producing a profile video, which the program previously lacked, thereby serving as an effective promotional and informational medium to introduce the study program and campus to a broader audience. The profile video is also intended to attract prospective students to join the Boash Indonesia Digital Polytechnic, par-

Figure 6. Content Scene 1 Take 2

Figure 7. Content Scene 2 Take 1

Figure 8. Content Scene 3 Take 1

ticularly the Multimedia Engineering Technology Study Program

Figure 9. Content Scene 4 Take 1

Figure 10. Closing Scene 5 Take 1

Figure 11. Closing Scene 5 Take 2

5. Conclusion

The profile video design activities have led to several important outcomes. The video created for the Multimedia Engineering Technology Study Program is intended to serve as a promotional tool that will introduce the study program and the campus to a broader audience. This video is expected to attract prospective students interested in joining the program. The design and development of the profile video utilized the Multimedia Development Life Cycle (MDLC) method, along with qualitative data collection through observation. The result is a 1 minute and 40 seconds profile video that has been successfully completed and is now ready for distribution as a promotional medium to reach a wider community.

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