Information Media on Internet Providers Based on 2D Animation

Ida Bagus Andre Putra Dewangkara[1], Putu Satria Udyana Putra[2*]
Institut Bisnis dan Teknologi Indonesia, Denpasar, Indonesia[1,2*]

Article Info	ABSTRACT
Corresponding Author: Putu Satria Udyana Putra E-mail: satria@instiki.ac.id	This research endeavors to produce a two-dimensional animated video for the Hinet organization that provides company-related information. The information presented in this two-dimensional animation video comprises the company's products, its benefits, and contact information for potential stakeholders. There are multiple phases involved in the creation of this two-dimensional animation video: pre-production, production, and post-production. The objective of producing this two-dimensional animation video at the Hinet company is to pique public interest in joining the organization, in addition to introducing the company to the general public. This two-dimensional animated video's completion will be disseminated across all social media platforms, including Facebook, Instagram, and others. Based on the responses to the community questionnaire, a significant majority of respondents (98%) expressed confidence in the community's ability to embrace the animated video and concurred that the purpose of its release was to introduce the Hinet company and encourage individuals to become members.

INTRODUCTION

In the current era, the development of the internet has become a basic need, because nowadays almost everyone has a cellphone to communicate with other people easily and to do this communication of course requires a network or internet.(Social & Hootsuite, 2021), use of the internet is not limited by time, age, gender, profession and education. Everyone can use it for various purposes, for example talking to other people, sending messages, watching videos, shopping, etc.(BPS Indonesia, 2020; Fauzi et al., 2023).

The internet is a communications network that connects one electronic media with other media. The supporting technology standard used globally is the Transmission Control Protocol or Internet Protocol Suite (abbreviated as TCP/IP). TCP/IP is a packet exchange protocol in foreign terms (Switching Communication Protocol)(Desnanjaya & Made Aditya Nugraha, 2022)which can be used by more than billions of users in the world, for example Hinet. Hinet is a brand of wireless broadband internet access data service products that use 4G LTE-based technology. Currently Hinet is operating in 8 regions in Indonesia, namely Denpasar, Makassar, Pekanbaru, Batam, Medan, Palembang, Pontianak and Balikpapan. Currently, Hinet users in the Denpasar area have reached approximately 30,000 users.

The main problem for companies is that promotional media has a big influence on the development of a company, both print and digital promotional media(Azamta et al., 2021; Harianto et al., 2022). The Hinet company implements digital promotional media in the form of social media, such as Instagram, Facebook, Twitter and YouTube. Hinet's social media mostly only displays an image, where people are less interested in visiting these social media. Not only that, Hinet also applies print media in the form of brochures to convey information to potential new users, whether it is an introduction about the company, the company's advantages, the packages offered, or how to purchase packages supported by company sales who explain door to door to potential new users. Company sales sometimes have to travel to various areas to distribute brochures(Rony, 2017). This wastes a lot of time, and the reach of promotional media is limited(Rony, 2019).

To meet these needs, efforts must be made to utilize 2-dimensional animated video multimedia technology as a medium to provide information about the Hinet company. 2-dimensional animated videos are a marketing strategy that is quite popular and widely used by business people today to convey or deliver messages to the public, in the form of text, images, sound and video.(Veza, 2021; Widianto et al., 2022). Seeing the shortcomings of the company's promotional system, the urgent research is to design and build 2-dimensional animated video promotional media at the Hinet company. The main target for this 2-dimensional animated video is the general public who have not yet joined the Hinet company, aged 15-35 years. The content of this 2-dimensional animated video about Hinet is discussing the advantages of Hinet products and introducing the Hinet company to attract public interest. The process of creating 2-dimensional animation using the Corel Draw application for character creation, Adobe After Effects for animation and Premiere Pro for video editing.(Putra et al., 2022a; Wardani et al., 2022; Wijaya & Sakti, 2021). The distribution of this 2-dimensional animated video is via social media, such as Instagram, YouTube and Facebook.

METHOD

Method of collecting data

The primary data collection method carried out at the Hinet company aims to collect data directly involving staff or employees and company leaders. The primary data collection technique used in designing 2-dimensional animated videos at the Hinet company is as follows.

a. Observation Method

In this observation method, what the author does is to directly observe and observe the business activities carried out by the Hinet company every day. Especially in matters that affect Hinet and the promotional media used by the Hinet company to disseminate information about the company.

b. Interview Method

In designing this 2-dimensional animated video, the author carried out the Hinet Trainer interview stage. In this interview we briefly discussed the history of the Hinet company, business activities, company development, and any problems faced while developing the Hinet Company.

c. Questionnaire Method

The data collection method is carried out by giving a set of questions or written statements to respondents to answer. The advantages of the questionnaire method are that in a relatively short time you can obtain a lot of data, little effort is required and respondents can answer freely without the influence of other people. Consists of 5 questions regarding the information to be designed. The sampling technique uses the Likert method.

Research Process Scheme

The research process scheme is intended to make it easier to complete research. With the scheme, each stage can be carried out in a structured manner(Kandouw et al., 2022; Putra et al., 2022b)follow the stages in the scheme from problem analysis to the testing process.
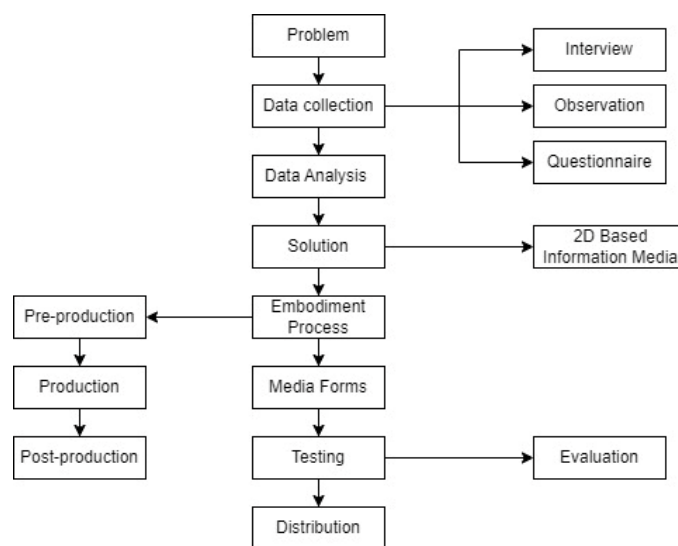

Figure 1. Design Process Scheme

Based on figure 1, it can be explained that this research started with the problem of the amount of time and energy spent every day to distribute brochures and the limited reach of promotional distribution as well as the public's lack of interest in reading, and the length of delivery of updates which resulted in the company's targets not being achieved. Next, collect data and identify data, so that you can determine a solution by designing a 2-dimensional animated video. The next step is to carry out the realization process which is divided into 3 stages, the first is the pre-production stage, at this stage the design concept that will be implemented will be determined. Followed by designing the scenario, making initial sketches of characters, backgrounds, and making a storyboard. The next stage is the production stage, at this stage several things will be determined such as work area preparation, animation techniques, and the animation principles that will be used. Next is the post-production stage, at this stage the entire scene will be combined, imported sound, and the final rendering. After carrying out the processes above, it will produce a media form in the form of a 2-dimensional animated video file at the Hinet company which is ready to be tested.

Planning

In designing a 2-dimensional animated video, ideas and concepts are determined and the software and hardware used are prepared. Making 2-dimensional animation requires software and hardware that supports creating information media about Hinet based on 2-dimensional animation. In the software aspect, we use Corel Draw, Adobe After Effects and Adobe Premiere Pro.

Draft

The design concept that will be used in this 2-dimensional animated video is representative and informative. In designing this 2-dimensional animation-based information video, it is required to be able to highlight anything that can become information for the public about the existence of the Hinet company as a company.

Text

The text in this animated video aims to clarify any expression of ideas or images contained in the 2-dimensional animated video that is made. The type of letter and font that will be used in the Hinet company's 2-dimensional animated video is Sanserif with the font name Berlin Sans FB Demi.

Color

The colors that will be used to display the image for each animated scene are secondary colors, namely mixed colors from primary colors and tesier colors, namely mixed colors from primary colors with secondary colors because they can produce cool colors and give a modern impression.

Animation Techniques

The animation technique that will be used in this information video is using computer animation techniques so that it becomes a vector image. In this technique, the entire animation creation process is done using a computer, including character creation, character movement processing, background creation and special effects.

RESULTS AND DISCUSSION

Implementation of Animation Video

The areas of work used in this production process start from creating image assets, animating, and the video merging or video editing process in CorelDraw, Adobe After Effect CC, and Adobe Premiere Pro CC, with the size "HDV/HDTV 1080 25". In the video size, the aspect ratio is 16:9, where this aspect ratio is applied in making videos that will be implemented in electronic media with a wide layer display. In this 2-dimensional animation video at the Hinet company, the fps (frames per second) speed used is 25 fps. What is meant by 25 fps is that in one second there are 25 image frames running. The size of the work area in HDV/HDTV 1080 25 format is with an aspect ratio of 16:9, namely with a width of 1280 px and a height of 1080 px. The size of the work area can be seen in Figure 2.
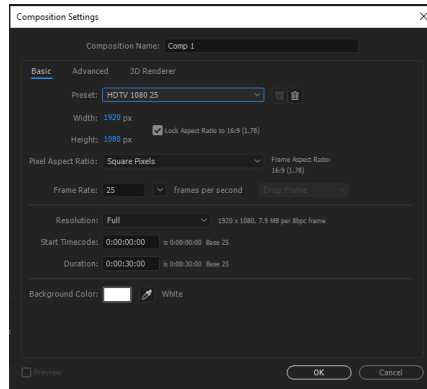
Figure 2. Work Area Settings
(Source: author's personal archive)

Animation Video Visualization

The visualization of the information media animated video is made based on a predetermined storyboard. The visualization consists of several scenes that can provide information related to the Hinet Company.

Scene 1

This scene displays the Hinet logo as an initial introduction to the Hinet company

Figure 3. Scene related to the Company's portfolio
(source: author's personal archive)

Scene 2

This scene shows three electronic devices such as a laptop, computer and smartphone with a red signal, then Hinet internet appears giving a green signal to the electronic devices.

Figure 4. Scene related to electronic media
(source: author's personal archive)

Scene 3

This scene shows severalbuildings such as homes, campuses, offices and schools, which means the Hinet internet network can be used in these buildings

Figure 5. Hinet Area Buildings
(source: author's personal archive)

Scene 4

This scene shows four islands, namely Bali, Kalimantan, Sumatra and Sulawesi, where Hinet is already operating in 8 regions in Indonesia, namely Denpasar, Makasar, Pekanbaru, Batam, Medan, Palembang, Pontianak and Balikpapan.
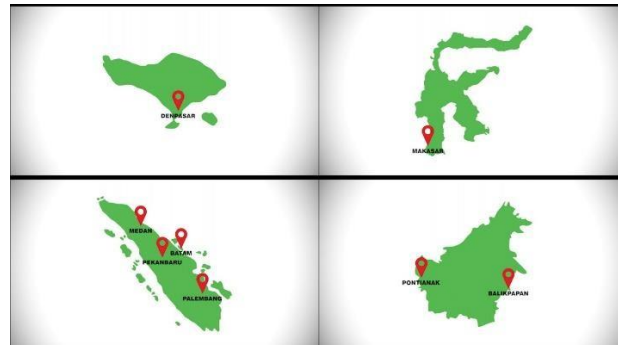

Figure 5. Hinet Coverage Area
(source: author's personal archive)

Scene 5

This scene shows the packages offered by Hinet, namely the Ntaps package, Wow package and Joss package, by clicking on the smartphone screen
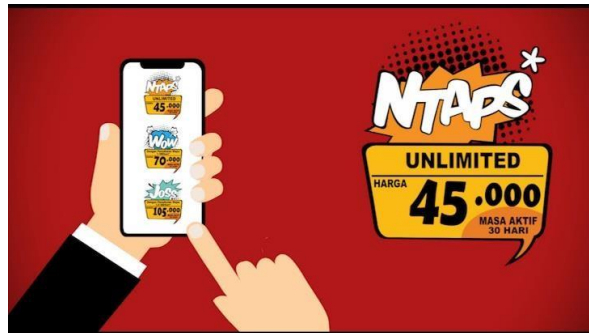
Figure 6. Hinet Internet Promo Package
(source: author's personal archive)

Scene 6

In this scenefeaturing hinet employees waving their hands with fast, safe and friendly price transactions

Figure 6. Illustration of Hinet Employees
(source: author's personal archive)

Scene 7

In this scene, a text displays one of the advantages of Hinet, namely today's internet, the quota is booming and the speed is wow.
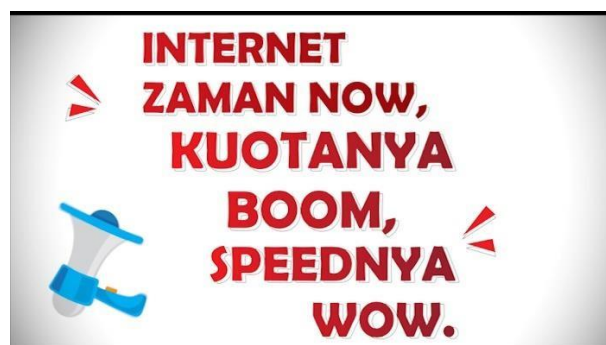

Figure 6. Hinet advantages
(source: author's personal archive)

Media Testing

Test results from the information media questionnaire about Hinet, where the distribution was carried out online and sent via social media. Where 50 respondents stated that 98%

said that in terms of animation, the combination of colors was interesting to look at, the characters matched the content of the message conveyed and the movements of the characters were not stiff, 97% said in terms of audio, such as the sound was easy to understand, the voice sounded clear, and The music matches the video content, and 98% said that in terms of content, this animation is comfortable to watch, the information and message are conveyed well, and this 2-dimensional animation is suitable for publication on various social media.

CONCLUSION

In the design and realization of this 2-dimensional animated video about Hinet, it went through several processes, namely the process of collecting data in the field related to the suitability of the information to be conveyed, as well as analyzing the data that had been collected so that it was in accordance with the creator's goals, this 2-dimensional animation went through 3 stages, namely pre-production, production, post-production. The pre-production stage involves making a plan, concept, design, visual analysis research starting from the story, characters, properties, sound, scenario and storyboard. The next stage of production is starting to prepare the work area and starting to animate scene by scene. The next stage of post-production is merging the entire scene, adding sound and final rendering. Testing of the 2-dimensional animation about Hinet was carried out to determine its suitability for dissemination, by means of a questionnaire distributed randomly to 50 respondents. After testing, the test results were then analyzed and the results showed that 98% said that in terms of animation, the combination of colors was interesting to look at, the characters matched the content of the message being conveyed and the movements of the characters were not stiff, 97% said in terms of audio, such as the sound is easy to understand, the voice sounds clear, and the music matches the video content, and 98% said that in terms of content, this animation is comfortable to watch, the information and message are conveyed well, and this 2-dimensional animation is suitable for publication on various social media .

REFERENCES

Azamta, F., Fitri, I., & Rubhasy, A. (2021). Media Informasi Animasi 4 Dimensi Halte Transportasi Publik untuk Kenyamanan Masyarakat menggunakan Teknik Motion Planner. *Jurnal JTIK (Jurnal Teknologi Informasi Dan Komunikasi)*, 5(4), 401–406.

BPS Indonesia. (2020). *STATISTIK TELEKOMUNIKASI INDONESIA 2020 Telecommunication Statistics in Indonesia 2020* (dan P. Direktorat Statistik Keuangan, Teknologi Informasi (ed.)). Badan Pusat Statistik Indonesia. www.bps.go.id

Desnanjaya, I. G. M. N., & Made Aditya Nugraha, I. (2022). Design and Build Body Temperature Detection and Personal Identity Recognition Through E-ID Card and Photo Based on IoT. *ISESD 2022 - 2022 International Symposium on Electronics and Smart Devices, Proceeding*, 9–13. https://doi.org/10.1109/ISESD56103.2022.9980725

Fauzi, A. A., Kom, S., Kom, M., Budi Harto, S. E., MM, P. I. A., Mulyanto, M. E., Dulame, I. M., Pramuditha, P., Sudipa, I. G. I., & Kom, S. (2023). *PEMANFAATAN TEKNOLOGI INFORMASI DI BERBAGAI SEKTOR PADA MASA SOCIETY 5.0*. PT. Sonpedia Publishing Indonesia.

Harianto, R. A., Rony, Z. T., Syarief, F., Wijayaningsih, R., & Santoso, B. (2022). PRODUCT INNOVATION BASED ON MARKET-ORIENTATION TO INCREASE ENVIRONMENTAL SUSTAINABILITY. *Procedia Environmental Science, Engineering and Management*, *9*(2), 309–318.

Kandouw, F. C., Kaparang, D. R., & Mewengkang, A. (2022). Implementasi aplikasi media pembelajaran berbasis android pada mata pelajaran animasi 2D dan 3D di SMK. *EduTIK: Jurnal Pendidikan Teknologi Informasi Dan Komunikasi*, *2*(1), 77–89.

Putra, P. S. U., Efendi, M. A., Aditama, P. W., Novitasari, D., & Setiawan, I. N. A. F. (2022a). Interactive Game Application Themed" Perang Puputan Klungkung". *Jurnal Mantik*, *6*(3), 3657–3666.

Putra, P. S. U., Efendi, M. A., Aditama, P. W., Novitasari, D., & Setiawan, I. N. A. F. (2022b). PENGEMBANGAN KARAKTER MOBILE GAME PERANG PUPUTAN KLUNGKUNG. *JURNAL RISET RUMPUN SENI, DESAIN DAN MEDIA*, *1*(1), 31–44.

Rony, Z. T. (2017). The Causes Factors of Employee Turnover Intention. *The Causes Factors of Employee Turnover Intention*.

Rony, Z. T. (2019). An effective promotion strategy for managers in Era Disruption. *Asia Proceedings of Social Sciences*, *4*(2), 57–59.

Social, W. A., & Hootsuite. (2021). Digital 2021 : INDONESIA. *Simon Kemp*, 103.

Veza, O. (2021). Perancangan Media Pembelajaran Pengenalan Anggota Tubuh Manusia Dalam Bahasa Inggris Dan Bahasa Arab Berbasis Web Dan Multimedia Interaktif (Studi Kasus Taman Kanak-Kanak Al-Mi'raj Batam). *JR: Jurnal Responsive Teknik Informatika*, *5*(01), 1–11.

Wardani, N. W. W., Putra, I. N. A. S., Sutarwiyasa, I. K., Putra, P. S. U., & Amelia, D. (2022). Perancangan Film Animasi 2D Cerita Rakyat Bali "Balapan Menjangan Dan Siput." *Jurnal Manajemen Dan Teknologi Informasi*, *12*(2), 136–143.

Widianto, S. R., Baso, B. S., & Lestari, N. C. (2022). Developing Learning Material for Animation 2D Instruction in Vocational High Schools. *Jurnal Mantik*, *6*(3), 3446–3452.

Wijaya, W. P., & Sakti, H. G. (2021). Efektivitas Media Pembelajaran Adobe Illustrator Berbasis Tutorial Kreativitas Belajar Siswa pada Mata Pelajaran Prakarya. *TEACHING AND LEARNING JOURNAL OF MANDALIKA (TEACHER) e-ISSN 2721-9666*, *2*(1), 1–10.