Multimedia Design for Imelda Hospital Company Profile Indonesian Workers As Effective Promotional Media

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ARTICLE INFO	ABSTRACT
Keywords : Imelda hospital company profile, multimedia, effective promotion	Imelda Hospital for Indonesian workers is a hospital as one of the public service institutions that requires the existence of an accurate and reliable information system, and is sufficient to improve its services to the community and other related environments. To support the information and promotion media that are specifically intended only for Indonesian Workers' Imelda Hospital, in order to provide more detailed and in-depth information about services and facilities and information contained in the Indonesian Workers' Imelda Hospital, research on multimedia design, to solve the problem of how effective promotional media will be carried out to support the sustainability of Indonesian workers' Imelda hospitals.

1. INTRODUCTION

At this time information technology is one of the rapidly developing technologies, for example the use of computers as one of the supporting facilities in information systems can provide more results for the output of a system, of course if the system inside is running well.

The hospital as a public service institution requires the existence of an information system that is accurate and reliable, and sufficient enough to improve its services to the community and other related environments. With such a wide scope of service, of course there are many complex problems that occur in the service process at the hospital. The number of hospital variables also determines the speed of information flow needed by users and the hospital environment.

The Identification of Problems that the author can describe in the discussion, namely:
1. How to design multimedia as attractive as possible so that people are interested in seeking treatment at the Indonesian Worker Imelda Hospital.
2. How to make it easier for the Indonesian Workers' Imelda Hospital to be promoted to the public

To examine a problem, it is necessary to limit the presentation so that the presentation is more directed and achieves predetermined goals, the authors limit the problem as follows:
1. The application program is designed to be used to make it easier to promote the Indonesian Worker Imelda Hospital to the public.
2. The data generated in this application is in the form of information and facilities available at the Indonesian Worker Imelda Hospital to the public.
3. The developer software used is Ulead *videos, Adobe Photoshop CS3* and *adobe flash*

2. METHODS

The research methods for collecting data include the following:
1. Interview method.
   Done by way of question and answer directly with the resource person. The resource person is a direct employee of the Indonesian Worker Imelda Hospital.
2. Observation Method
   Is a research conducted by observing the object, either directly or indirectly.
3. Study method*literature*

A literature study was carried out through supporting reference books and examples on sites on the internet and other media.

The research object is a problem that is used as a writing topic in order to compile a research report. For the purpose of obtaining data relating to the research object. The object of research was carried out by the author at the Indonesian Workers' Imelda Hospital in the hospital promotion section.

3. LITERATURE REVIEW

According to Sugeng Widada (2011: 55) [1] Design is a visual form that results from creative forms that have been planned. The first step in designing a design starts with irregular things or ideas, then through the process of cultivating and managing it will produce things that are orderly, so that things that are in order can fulfill their function and usability properly.

Multimedia design method

Design is a thought about an idea that is sparked in an interesting concept to be made *background* and aligned by a word in each media to attract every reader or consumer. The method used in system development. This research is a method SDLC ywhich is in the form of the following stages:

Design (*Design*)

Designing Concept

At this stage, designing a concept that determines the overall message and examining all sequences of applications to be made.

Design content

After designing the concept that has been prepared then the content can be designed regarding what is conveyed in the multimedia learning that will be made, the design of the content that is included in the information conveyed must be in accordance with the concept prepared and not deviate from the goal, of course the concept is innovative and unique, we integrate three important elements in multimedia namely text, images and sound and animation where text is used to convey information*visual*, sound, animation used to fill the background and images for the background display of the application.

Designing Manuscripts

In this stage a script is designed in the form of complete specifications of text and narration for the application to be made

a. Designing *Storyboards* .
   there is this stage of pouring what is in the script into a real picture that describes a sequence or storyline proposed for the application of Javanese script learning media.
b. Designing graphics
   Designing graphics includes designing two-dimensional graphics (includes: designing lines, designingshape,designing colors, and designing formats), designing audio, designing animations to be used in multimedia learning applications.

Implementation (*Implementation*) After the system is analyzed and designed in detail, it will go to the implementation stage. Implementation is the stage of realizing the newly developed system so that later the system is ready to be implemented as expected. The stages included in this stage are*coding*(coding),*testing*(testing),*installation*(installation/installation).

Definition of Multimedia

Multimedia can be interpreted as the use of several different media to combine and convey information in the form of text, audio, graphics, animation and video. A combination of computer and video (Rosch, 1996) or a combination of three elements: sound, image, and text (Mc Comick, 1996) or a combination of at least two input or output media. This media can be in the form of audio (sound,

music) or animation, video, text, graphics and images (Turban et al, 2002) or tools that can create dynamic and interactive presentations that combine text, graphics, animation, audio and video (Robin and Linda, 2001) or Multimedia in the context of computers according to Hofstetter 2001 is: the use of computers to create and combine text, graphics, audio, video, using tools that allow users to interact, create,

Definition of Media

According to Maimunah, Lusyani Sunarya, and Nina Larasati (2012: 283)[2]MMedia is a means to convey messages or information to the public by using various graphic communication elements such as text or pictures or photos.

According to Cangara Hafied (2014: 137)[3]MMedia is a tool or means used to convey messages from communicators to audiences. There are some psychologists who view that in human-to-human communication, the most dominant medium in communication is the human senses, such as the eyes and ears. Messages received by the senses are then processed in the human mind to control and determine its attitude towards something, before being expressed in action.

According to Desrianti, Dewi Imaniar, Untung Raharja, and Reni Mulyani (2012: 133)[4]. Media is any form that is used to distribute information. The definition of media given by AECT (Association for Education Communication and Technology) this shows that the term "media" has a very general meaning, this is because the word "all forms" contained in this meaning gives the meaning that what is called media is not limited to one particular type of media.

4.   RESULT AND DISCUSSION
System Design And Implementation
Program

Multimedia programming how the program will run Audio programming to add sound effects to match the video flow created Visual programming to design concepts Broadcasting programming is useful for sending data and files
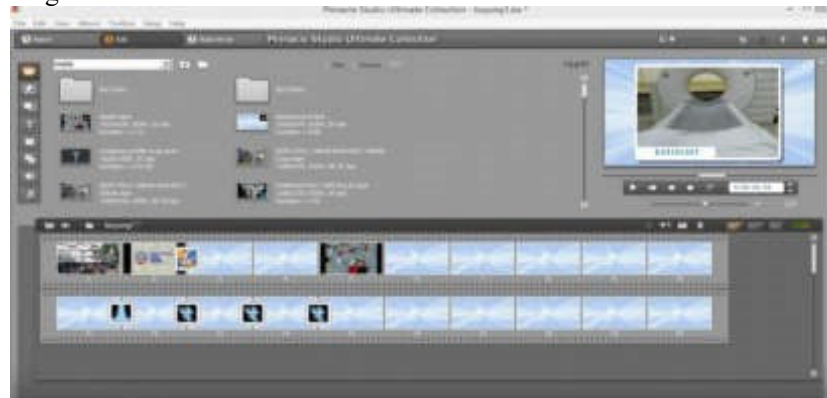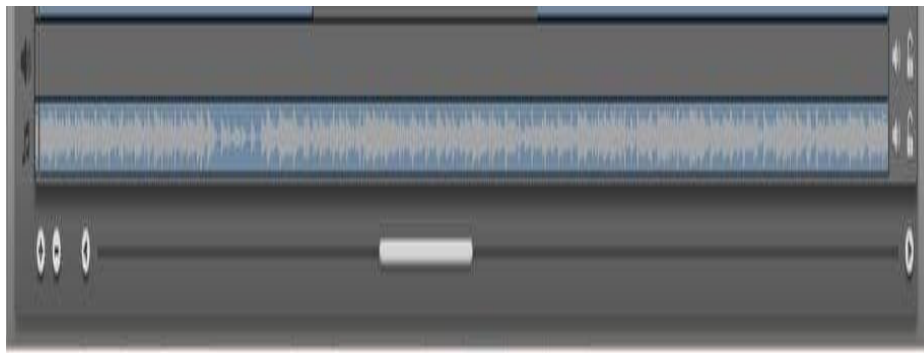

Figure 1 Multimedia Design

Figure 2 Audio design

Figure 3 Visual design

5. CONCLUSION

Multimedia media can be used for promotional media for the Indonesian Worker Imelda Hospital so that people are interested in seeking treatment at the Indonesian Worker Imelda Hospital. Multimedia media can be used to facilitate the promotion of Indonesian Worker Imelda Hospital to the wider community with video media which can later be accessed online.

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