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## MOTION GRAPHIC VIDEO DESIGN FOR THE WORK PROGRAM OF DPR-RI MEMBERS

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### Abstract

Cen Sui Lan is a member of the House of Representatives of the Republic of Indonesia in the Riau Islands constituency in her 2019-2021 term of office. During her tenure, there have been many programs carried out, such as socialization of the four pillars, distributions of daily necessities, and the construction of STT flats. Even so, she faced a dire problem. Her works have not been widely known by the citizens of Batam. Therefore, Cen Sui Lan needed a form of media, such as motion graphics, to inform the Batam community of the programs she had done so far. The methodology applied in this research is an applied method by developing motion graphics videos using VideoScribe software and Adobe Premiere Pro. The results of the motion graphics videos will be uploaded to Cen Sui Lan's social media. The video will give more information about the works of Cen Sui Lan as a member of the House of Representatives and improve the public image for Cen Sui Lan's performance.

*Keywords: Motion Graphic Video, Social Media, Cen Sui Lan*

### Introduction

Cen Sui Lan is a member of the DPR – RI DAPIL Riau islands on the term 2019-2024. Cen Sui Lan have joined the Golkar party for 15 years and on December 7, 2020 sworn in as member of PARLIAMENT and a week later on December 15, 2020 he was appointed also as a member of the MPR term 2019-2024. As representatives of the people, of course, Cen Sui Lan has the task to create a program of work that can be welfare of the society and also the state. The Program of work that has been done, among others, namely Socialization 4 Pilar MPR RI, Groundbreaking Towers STT Real, and Distribution of Food. At the time of this Cen Sui Lan and the team do not yet have a Video Motion Graphic then the author will make a Video Motion Graphic.

### Problem

Motion Graphic is the term often generally used to create a communication design for dynamic and effective way to convey information so as not to seem boring (Faizin et al., 2019). In general, Motion Graphic itself is a combination of audio-visual and graphic design in which there are elements such as photography, typography, illustrations, and videos (Yunus, 2018). Social media has an important role for every organization, especially to publish information to the public (Mahfuzhah & Anshari, 2018). Motion Graphic is also a digital content which is very easy to publish to social media, this is a great alternative promotion that can

be applied (Nurmansyah et al., 2019). During the team this publication and refers to social media Cen Sui Lan only provide information activities through social media Facebook and Instagram in the form of posting photos and videos of the ordinary. On the other hand, so that the performance and personality of the Cen Sui Lan, better known by the wider community surely there must be a unique medium to show the performance of the Cen Sui Lan in order to improve the image of the community. Then of problems that occur on the media information Cen Sui Lan is the team do not yet have a Video Motion Graphic. Therefore, the information regarding the work program Cen Sui Lan will be made in the form of a video. Videos made will be a media distribution of information to the public about the program of work that has been done. Based on the problems experienced, and thus the author will make a Motion Graphic Videos for Cen Sui Lan.

### **Methods**

Research design implementation video motion graphic using the method applied. The method applied is research that aims to find solutions to problems faced dah such a solution can be directly applied (Prasetyo & Sutopo, 2018). Before entering the stage design motion graphic videos, the author conducted an interview to the partners as a way of collecting data. The interview is a way of collecting data through dialog and can be done directly or indirectly (Ahsanulhaq, 2019). The authors do an interview to Mr. Victor as an expert staff of Cen Sui Lan. After the data had been collected, the author enters on the stage of the design. The author of the making of the storyboard to start making video motion graphic. The Storyboard is a combination of several sketches have been compiled based on the idea of a story will be created so we can easily give understanding to the audience of the video (Khulsum et al., 2018).

#### **1. Pre-Production**

The stage of pre-production is the initial stage of designing a video where at this stage the author has formulated the idea of designing a video motion graphic to be created (Produksi et al., 2020). To facilitate the design process then created a storyboard and also the script in order to expedite the process. The Storyboard is a combination of some of the sketches are arranged based on the idea of the story that will be made so that the videos are designed to be easily understood by the audience.

#### **2. Production**

On the stage of this production is the process video in accordance with the ideas that have poured distoryboard and manuscripts (Kurniawan et al., 2018) .At the stage of production is done in the stage of editing and finalization.

#### **3. Post - Production**

This stage is the final stage of the video production motion graphic. This stage will be the final process of editing and refinement of the video and at this stage it will also be produced by a video motion graphic as a medium of information that it contained a message to be conveyed to the audience or target (Wati, 2019).

### **Result and Discussion**

The initial process of the workmanship of this project is to conduct an interview to Mr. Victor as an expert staff of Cen Sui Lan. After conducting interviews, the authors collected content that will be used at the stage of editing and

content obtained from the documentation that has been carried out by a team of Cen Sui Lan. After all the media collected then do the stage grouping of photo and video files that will be entered on the editing process to be used as a motion graphic videos. At the stage of the author using a software Video Scribe and Adobe Premiere Pro. On the software Video Scribe done editing with a way to combine text, photos, video, and also animation effect. As for the voice over using the software Adobe Premiere Pro. Once the editing process is finished the next step is to process the review. At this stage of the videos created will receive your feedbacks and suggestions to improved and refined before it is finally the end result is given to the partner. Here's the screenshot of video motion graphic in accordance with the storyboards that have been created:



Picture 1.

The name and Photo of Cen Sui Lan Source: Author (2021)

The stage of the opening of this photo display and the name of the Cen Sui Lan, which is a member of the house of representatives. This view aims to make the audience know who it is Cen Sui Lan. After the appearance of the photo and name, then appears the logo of the house of representatives, the MPR, After the appearance of the photo and house of representatives, the MPR, the Golkar Party and also 3 programs of work done Cen Sui Lan.name, then appear the appearance of the logo of the



Picture 2.

The Work Program Cen Sui Lan Source: Author (2021)

After the appearance of the logo and writing 3 work program Cen Sui Lan then the next slide is a animation as a supporting media to describe the work programme of the first is the socialization of the 4 pillars.



Picture 3.

Display Documentation Of The Work Program Source: Author (2021)

After explaining about the program of work it will be shown documentation of such activities. The results of this documentation obtained directly by a team of Cen Sui Lan that participate directly in these activities. After semuabagian finished at the stage of editing software Video Scribe, the next thing is to add a voice over by using the software Adobe Premiere Pro.



Picture 2.

Display An Explanation Of The Work Program Of The Groundbreaking Source: Author (2021)

On this view discussed the work programme of Cen Sui Lan that is Groundbreaking or the laying of the first stone in the building of flats STT Real Batam. On this view explained that the building was built for the students of Politeknik Negeri Batam and is expected to gesahan increase ingrastruktur this, education in the Riau Islands can create a top student who will hopefully be able to develop Batam.



Picture 3.

Display An Explanation Of The Work Program Food Distribution Source: Author (2021)

After an explanation of the program of work groundbreaking and documentation groundbreaking, then get in on the explanation of the work program of food distribution. The distribution was held on 28-29 August 2021 in Batam,

Tanjung Pinang and Karimun. The distribution is focused on the citizens who underwent isolation of the self.



Picture 4. The Appearance Of The News Regarding The Distribution Of Oxygen By Cen Sui Lan *Source: Author (2021)*

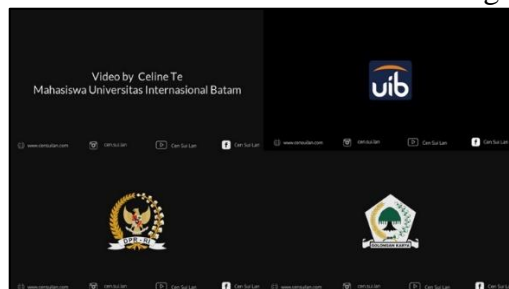
After the appearance of the work programme of the division of food, appear as news and information in social media from the Cen Sui Lan, that Cen Sui Lan and the team did the division of the oxygen tube free for people with Covid-19.



Picture 7.

*Zoom View Out Of All The Contents Of The Content Source: Author (2021)*

After the third program of work is described, then the display will appear to zoom out from all the content display video motion graphic. This look is the look of the cover of the video before the turn to credit the ending of the video.



Picture 8.

*Credit Video Source: Author (2021)*

In part this is the final part of the video that is displayed information about video maker, logo campus, the logo of the house of representatives and the logo of the Golkar.

### Conclusions

After doing the design of video motion graphic on the work program Cen Sui Lan then it will be a benefit for Cen Sui Lan and the team. Video motion graphic to help the team to publish to the public memngenai work program which has been run by Cen Sui Lan during his tenure as a member of the house of representatives.

With the presence of video motion graphic work program Cen Sui Lan, a team from the Cen Sui Lan can provide information regarding programs work Cen Sui Lan in an interesting way. The team can publish the video to social media Cen

Sui Lan and video can also aired the team's current Cen Sui Lan are being met or to socialize with the community. It is expected that with the presence of video company profile team of Cen Sui Lan can create media that is more unique so that people are more interested to know even learning about the work system of Cen Sui Lan. Due to the limited ability of the author and the limited time in the study, then the making of the video motion graphic work program Cen Sui Lan is still a lot of shortcomings in the load information and the scenario. But the author is grateful to the parties who have helped from the Cen Sui Lan and supervisor, for his guidance during the process of making video motion graphic this is. Expected a video that has been finished this is beneficial for the team Cen Sui Lan and become the picture for the team Cen Sui Lan in making media of new information.

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