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Design and Manufacture of *Graphic Design & Motion Graphic* at *Coffee Shop Aftertaste*

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Abstract

In this article, we will discuss the design and manufacture of graphic & motion graphic designs, in a medium, small, micro-business (MSME) in the city of Batam called coffee shop aftertaste. The purpose of this scientific project is to promote brand image through digital media because there is not enough promotion in coffee shop Aftertaste digital media so that it is still not well known among the wider community. Therefore, the author decided to make graphic & motion graphic designs in the form of videos, posters, character designs, and also coupon designs using the Multimedia Development Life Cycle (MDLC) method. The result of this scientific project is an increase in popularity and the introduction of branding through Instagram stories.

Keywords:

Multimedia, Digital Media, Design Graphic, Motion Graphic

Abstrak

Pada artikel ini akan membahas tentang perancangan dan pembuatan design graphic & motion graphic, pada sebuah usaha menengah, kecil, mikro (UMKM) di kota Batam bernama coffee shop aftertaste. Tujuan dari kegiatan PKM ini adalah untuk mempromosikan brand image melalui media digital, dikarenakan belum cukupnya promosi pada media digital coffee shop Aftertaste sehingga masih belum begitu terkenal di kalangan masyarakat luas. Oleh karena itu penulis memutuskan membuat design graphic & motion graphic dalam bentuk video, poster, desain karakter, dan juga desain kupon menggunakan metode pengembangan Multimedia Development Life Cycle (MDLC). Hasil dari proyek ilmiah ini adalah terjadinya peningkatan popularitas dan pengenalan branding melalui media Instagram story.

Kata Kunci:

Multimedia, Media Digital, Design Graphic, Motion Graphic

Introduction

Information systems have grown in line with the rapid development of information technology. The existence of current information systems is able to support an organization's performance, the development of the efficiency and effectiveness of a current system, and also productivity within an organization (Ha, 2020).

In this case the author chooses to implement the implementation of community service (PKM) to an Small Micro Medium Enterprises (SMME) in the city of Batam, namely coffee shop Aftertaste. The author chose this SMME because coffee shop Aftertaste just opened an outlet in 2020 and it requires a promotion strategy or build a brand

image using graphic design and motion graphics (Pertiwi et al., 2021) in the form of digital media that include of soft opening videos, posters for Instagram stories, electronic coupon designs and character designs for branding promotions. Graphic design is a skill where professionals create visual content assisted by digital applications with variant of results (Wu, 2020) and Motion graphics are animated pieces or digital recordings that create the illusion of movement or rotation, and are usually combined with audio for use in multimedia projects (Fujianto & Antoni, 2020)

This PKM activity focuses on building a brand image on digital media in the form of soft opening videos and posters for Instagram stories as well as electronic coupon designs and character designs for branding promotions. The method used by the author in implementing PKM is the Multimedia Development Life Cycle (MDLC) method. The MDLC method is a method that uses six stages, namely: Concept, Design, Material Collecting, Assembly, Testing, and Distribution (Mustika et al., 2017). PKM implementation is also expected to increase student productivity and expertise in the world of work.

The purpose of designing and making graphic & motion graphic designs at the Aftertaste coffee shop are as follows:

1. To provide a solution, namely by designing and creating graphic & motion graphic designs at the Aftertaste coffee shop using the MDLC method.
2. Apply the results in multimedia science that have been taught by the UIB Information Systems study program.

So in this discussion, the Author implements PKM for UIB by doing **“design and manufacture of graphic design & motion graphic at coffee shop aftertaste”**.

Literature Review

Pada In the PKM activity entitled **“design and manufacture of graphic design & motion graphic at coffee shop aftertaste”**, based on several research journals that have been carried out previously, namely as follows:

Research conducted by Mustika et al., (2017) is a study that discusses the creation of interactive learning media using the Multimedia Development Life Cycle (MDLC) method, which consists of 6 stages of developing Concept, Design, Material Collecting, Assembly, Testing, and Distribution. This research begins with a concept process that aims to determine the objectives and audiences. Then proceed to the Design stage which discusses the architectural program, style, appearance, and material/material requirements for the project. In the material collecting stage, materials are collected according to the needs being worked on. The next stage of assembly is to create all objects. At the Testing stage, testing

is carried out whether there are errors in the project. The last stage is the distribution of the project's products will be stored on a storage medium. In the process of making the project, the application used is Adobe Photoshop. The result of this journal research is an interactive learning media that aims to be a tool in the lecture process at STMK Palcomtech

The next research is a study conducted by Fujianto dan Antoni, (2020) which discusses the production and effectiveness of motion graphics as a promotional medium. This research is applied research that aims to measure the effectiveness of Zetizen Batam Pos's motion graphic. The software used in this research is Adobe Illustrator CC 2017, Adobe After Effects CC 2017, and Adobe Premiere Pro CC 2017. The results of this study are the results of analysis and testing, namely the effectivity of motion graphics as promotional media at Zetizen Batam Post .

The last research is research conducted byRahayu et al., (2021) which is a type of applied research that discusses the use of animated videos made by Adobe After Effects (AEF) in a learning environment for grade IV

elementary school materials. In the implementation process, this research uses Adobe After Effects software to develop animated videos and Adobe Illustrator as supporting media in making animation assets. The results obtained from research conducted by Rahayu et al., (2021) is that animated video media is an excellent medium for the learning curriculum process that can motivate users by building a structured mindset.

Table 1. Conclusion of Literature Review

Year	Writer's Name	Conclusion
2017	Mustika, Mustika Sugara, Eka Prasetya Adhy Pratiwi, Maissy	In this study, the MDLC method, Adobe Photoshop development tool is used
2020	Fujianto, Rahmat Zainur Antoni, Condra	In this research, the After Effects development tool is used and also the output of the project that is motion graphic
2021	Rahayu, Nova Dwi Zulherman Yatri, Ika	In this research, the development tool and the output of the project are used that are After Effect and Graphic Design

From the studies above, the author will carry out PKM activities in designing and making Graphic Design & Motion Graphics as carried out by (Rahayu et al., 2021) and (Fujianto & Antoni, 2020). The author will also use the MDLC development method as done by (Mustika et al., 2017). In the development process, the author will use a development tool using Adobe Photoshop and Adobe After Effects as done by (Rahayu et al., 2021) , (Fujianto & Antoni, 2020), and (Mustika et al., 2017). For The summary of literature review, see **Table 1**.

Research Methods

1. Data Collection Techniques

Data collection techniques used by the author are observation and interviews. This technique is used to collect data/information and also as an evaluation material when making graphic designs and motion graphics to build brand image.

1. Observation

In the early stages of PKM implementation, Author will conduct observations and planning beforehand on the concept of graphic design and motion graphics that will be carried out, for example, choosing colors, themes and techniques to be used.. According to Mekarisce, (2020) observation is one of the methods collecting data by observing or reviewing carefully and directly at the research location to find out the conditions that occur or prove the truth of a research design that is being carried out. dilakukan.

2. Interview

At the next stage, interviews will be conducted with informants to obtain data directly. Interviews are one method of collecting qualitative data (Tavory, 2020). In practice, the author obtained data from a resource person named Bima Sakti Wijaya Putra who is the owner of the Aftertaste coffee shop.

4. *Assembly*

At this stage, the process of combining content that has been collected based on the results of designs that have been previously created using Adobe Photoshop CC 2018 and Adobe After Effects CC 2020 is carried out, which will be validated by the supervisor and owner of the Aftertaste coffee shop. Adobe Photoshop CC 2018 is one of the design software based on raster graphics (bitmap) which is used to edit images. While Adobe After Effects CC 2020 is a software developed by the Adobe company, which is used for film and post production on videos (Rahayu et al., 2021).

5. *Testing*

After designing the graphic design and motion graphics, it will then go through the experimental stage whether it is according to the design and request from the owner of the Aftertaste coffee shop

6. *Distribution*

At this last stage, the video will be shown on Line social media and Aftertaste official coffee shop Instagram. It can be seen in **Figure 5** below.

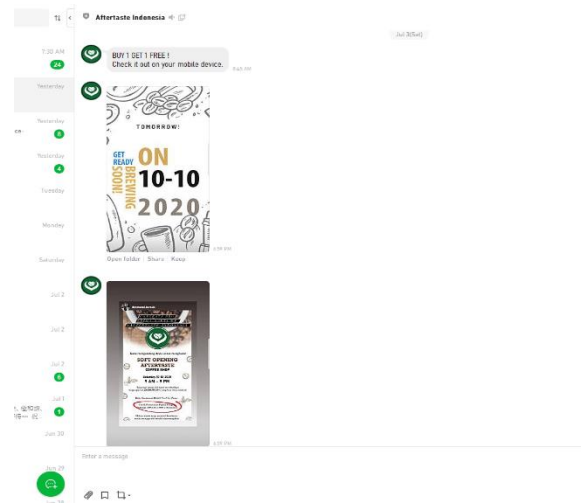


Figure 5 Product implementation results

Results and Discussion

The conditions after the Aftertaste coffee shop posted the results of the soft opening video design, soft opening poster, coupon design, and character design are as follows:

1. With the soft opening videos, soft opening posters, coupon designs and characters that have been posted on the Line account and Instagram media, the popularity of Aftertaste coffee shop branding has increased.
2. The level of increased sales at the Aftertaste coffee shop due to branding promotions in digital media.

Conclusions

During this PKM, through designing and making soft opening videos, soft opening posters, coupon designs, and coffee shop Aftertaste character designs using the MDLC method, it can be concluded that there is not enough promotion on digital coffee shop Aftertaste media so that it is still not well known among the wider community.

Therefore, here are the results obtained after the author carried out the implementation in the design design and manufacture of graphic & motion graphic designs at the Aftertaste coffee shop using the MDLC method:

1. With the soft opening videos, soft opening posters, coupon designs and characters that have been posted on the Line account and Instagram media, the popularity of Aftertaste coffee shop branding has increased.

2. The level of increased sales at the Aftertaste coffee shop due to branding promotions in digital media.

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