

# Implementation and Analysis Of Intren.Id Promotion Media In The Form Of Motion Graphic

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## Article Info

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## ABSTRACT

Batampos.co.id is an online news portal that presents news about the Riau Islands, National, and International. But now the Batam post has given birth to a new online news portal that provides national news under the name intren.id.

The implementation of Motion Graphic in intren.id promotion media aims to provide information in attractive packaging. The information that will be conveyed is about what is intren.id and introduces 4 categories in intren.id, namely news, lifetrend, entertainment, and travelogy by visualizing each category.

The results of the analysis use the EPIC Model parameters, namely the dimensions of Empathy, Persuasion, Impact, and Communocation. It is hoped that this motion graphic can convey information clearly, easily understood, and at the same time help the public, especially Batam, obtain reliable, quality, and quality information.

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## 1. INTRODUCTION

Batampos.co.id is an online media that provides information in the form of daily news about the Riau Islands, National, and International. However, Batampos.co.id is more focused on providing news about the Riau Islands so that Batampos.co.id is considered as a local media and other reasons due to using the name Batam. So from that, we need an online news portal that can provide reliable, quality, and quality national news. With the existence of the National news portal batampos.co.id as well as having the opportunity to compete with other online news portals. So the need for a promotional media to introduce the National news portal to the public in the form of motion graphics.

Motion graphic is a visual media that channels messages with the illusion of a movement [1]. Many ways to convey information in an interactive multimedia form, one of them is through motion graphics [2]. Motion graphics can be used as promotional media. Therefore, motion graphic is an alternative that is currently very appealing to many consumers because it is considered to have its charm and not boring. Based on survey results at the beginning of 2017, out of 124.77 audiences in Indonesia 21.9% of the audience preferred video content compared to other types of content such as articles and infographics (TalkDGTL, 2017). Promotional media in the form of motion graphics that will be made are used to introduce the new portal that has been presented by Batampos.co.id to the community, which portal is presenting National news under the name intren.id.

intren.id is an online news portal that provides national news that is trending throughout the country with 4 categories of news including news, lifetrend, entertainment and travelogy. intren.id is packaged in simple and attractive language while still upholding the journalistic code of ethics. intren.id has the largest Human Resources (HR) in Jakarta and several regions in Indonesia. So that the news delivered can answer readers' expectations of the need for reliable, quality and quality information.

## 2. RESEARCH METHOD

The method used in this study is a multimedia research and development method that uses the Alessi and Trollip models [3]. This development model consists of 3 stages, namely planning, design and development. After passing through these 3 stages, it will be continued by analyzing the EPIC Model.

The effectiveness of a promotional media can be measured through the EPIC Model. Nielsen is a company engaged in the global information and the world's leading marketing research media that measures four critical dimensions, namely: empathy, persuasion, impact, and communication (Empathy, Persuasion, Impact, and Communication).

The testing phase of the motion graphic products produced will be tested in two stages namely alpha testing and beta testing. In this research data collection will be done through an online questionnaire. A sample size of more than 30 and less than 500 is appropriate for most studies [4]. Following Figure 1. Stages of research.

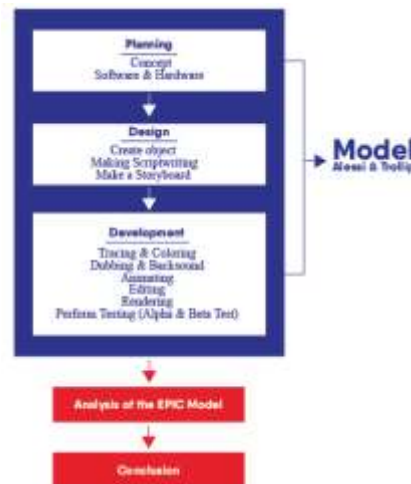


Fig. 1. Research Stages

### 3. RESULTS AND ANALYSIS

#### 3.1 Alpha Testing

Alpha testing is done to test the feasibility of the product through an online questionnaire conducted by experts so that we can find out any shortcomings and even suggestions in the process of making motion graphics. For making effective motion graphics according to [5] several considerations are needed including Spatial, Temporal, Live Action, and Typography. This test is done by filling out an online questionnaire. The following Table 1. Distance Rating and Table 2. The calculation results in Alpha Testing.

Table 1. Distance Rating

Criteria	Scale Range
Very Ineffective	1,00 – 1,80
Ineffective	1,81 – 2,60
Effective Enough	2,61 – 3,40
Effective	3,41 – 4,20
Very Effective	4,21 – 5,00

Table 2. The calculation results in Alpha Testing

Aspect	Rating Code			Total score	Average
	A1	A2	A3		

Spatial	4	5	4	13	4,33
	5	5	4	14	4,66
	4	5	4	13	4,33
Temporal	5	5	4	14	4,66
	4	5	4	13	4,33
Live Action	4	4	4	12	4
	5	4	4	13	4,33
	5	4	4	13	4,33
Typhography	4	4	4	12	4
	4	4	4	12	4
<b>Total</b>	<b>44</b>	<b>45</b>	<b>40</b>	<b>128</b>	<b>42,97</b>
<b>Average</b>	<b>4,4</b>	<b>4,5</b>	<b>4,0</b>	<b>12,8</b>	<b>4,2</b>
<b>Information</b>	<b>VE</b>	<b>VE</b>	<b>E</b>		<b>VE</b>

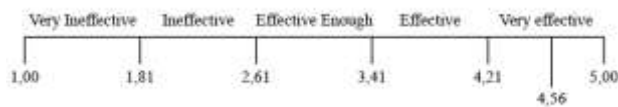
After knowing the results of the average value of 4.2, which means it is included in the category (ST). Thus intren.id promotion media in the form of motion graphic has met the standards of several aspects applied to make motion graphics so that it can be published.

### 3.2 Beta Testing

Beta testing is conducted on public respondents and students using an online questionnaire. Products that have passed alpha testing will be followed by beta testing to determine the effectiveness of a promotional media that includes four critical dimensions, namely empathy, persuasion, impact, and communication (Empathy, Persuasion, Impact, and Communication) through the EPIC Model.

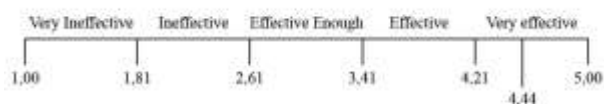
#### 1. Empathy

The results of the analysis of research measuring the effectiveness of the intren.id promotion media based on the EPIC Model for the Empathy dimension get an average value of 4.56 so that the Empathy value places the rating range very effectively. This shows that intren.id promotional video is considered interesting and easy to remember.



#### 2. Persuasion

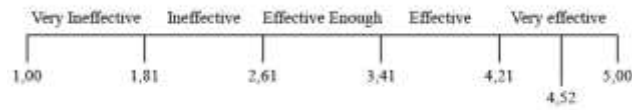
The results of the analysis of research measuring the effectiveness of intren.id promotion media based on the EPIC Model for the Persuasion dimension get an average value of 4.44 so that the Persuasion value places the rating range very effectively. This shows that intren.id promotional video is considered to provide confidence regarding intren.id.



#### 3. Impact

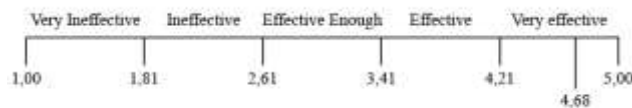
The results of the analysis of research measuring the effectiveness of the intren.id promotion media based on the EPIC Model for the Impact dimension get an average value of 4.52 so the Impact value places

a very effective assessment range. This shows that intren.id promotional video is considered successful in introducing intren.id.



4. Communication

The results of the analysis of research measuring the effectiveness of the intren.id promotion media based on the EPIC Model for the Communication dimension get an average value of 4.68 so that the Communication value places the rating range very effectively. This shows that intren.id promotional video is considered successful in presenting information about intren.id so that it is easy to understand and uses illustrations and colors that match.



5. Epic Rate

From the calculation results of the measurement of the effectiveness of motion graphics as a promotional media for intren.id through the EPIC Model (Empathy, Persuasion, Impact, and Communication), a graph is obtained. as a whole can be seen in Figure 3. Graph Epic Model.

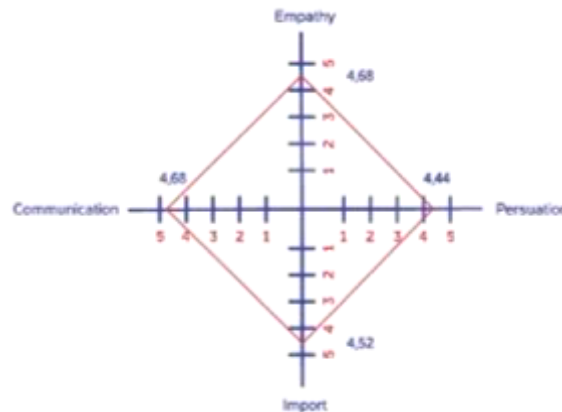


Fig. 2. Epic Model Graph

3.3 Intren.id Promotion Media

Promotional media that have been made through the stages of the Alessi and Trollip method with the results in the form of MP4 video format that lasts 2 minutes 30 seconds and is equipped with illustrations and text that have been given animation and audio in the form of dubbing and backsound as information conveyers. Following Figure 2. intren.id Promotion Media.



Fig. 3. intren.id Promotion Media

#### 4. CONCLUSION

After implementing and analyzing intren.id promotion media using the EPIC Model through an online questionnaire, the conclusion that can be drawn is the effectiveness of motion graphics on intren.id promotion media expressed to be very effective based on the results of four-dimensional calculations including Empathy 4,56, Persuasion 4.44, Impact 4,52, and Communication 4,68.

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