# Motion Graphic Production Design for Tourism Promotion Videos Shuji Lake Lembak

Isnaini Azro[1], Mustaziri Mustaziri [2], Ikhthison Mekongga [3], Shera Syaharani[4], Wilda Nabila Alifia[5], Irfansyah Irfansyah[6], Hidayati Ami[7] and Aryanti Aryanti[8*]

[1-7] Departement of Computer Engineering, Politeknik Negeri Sriwijaya, Srijaya Negara, Palembang, Indonesia
[8] Departement of Electrical Engineering, Politeknik Negeri Sriwijaya, Srjaya Negara Palembang, Indonesia
aryanti@polsri.ac.id

**Abstract.** Shuji Lake Lembak is one of the natural attractions with a lot of historical and cultural value, which is in Lembak Village, Kec. Lembak, Muara Enim Regency, South Sumatra Province, Indonesia. However, it is miserable that the current promotion of Shuji Lake Lembak tourism is carried out only by the management by word of mouth and through social media and Instagram. Attractive tourism promotions are needed to increase the interest of local and foreign tourists in visiting Shuji Lake. This research aims to apply motion graphic techniques in making promotional videos for Shuji Lake Lembak. Making promotional videos consists of pre-production and production stages using the MDLC (Multimedia Development Life Cycle) method. Promotional videos are designed using various applications, such as Adobe Illustrator 2020, Adobe After Effects 2020, Adobe Premiere Pro 2020, and Adobe Encoder 2020 software. The final result of the Shuji Lake Lembak tourism promotional video, with a duration of 2 minutes and 30 seconds, in mp4 format, is distributed via social media, YouTube, and Instagram. Hopefully, this research will make it easier for both local and foreign tourists to find information about tourist destinations on Shuji Lake Lembak.

**Keywords:** Motion graphic, production, promotional video, Shuji Lake

## 1. Introduction

Indonesia is a country that has natural beauty and cultural diversity. Indonesia has been named the most beautiful country [1]. It has many popular tourist destinations that offer natural beauty, making it a unique attraction for tourists worldwide. So, improvements in the tourism sector are essential [2].

Shuji Lake Lembak is one of the natural attractions in Lembak Village, Kec. Lembak, Muara Enim Regency, South Sumatra Province, Indonesia. Shuji Lake is a tourist village with many historical and cultural values closely related to the Japanese colonial era. However, it is miserable that the promotion of Shuji Lake Lembak tourism currently carried out by the management is only by word of mouth and through the social media platform Instagram, namely in the form of photos uploaded to Instagram. Tourism promotion is still not optimal because promotion via Instagram is only limited to people connected to social media who know about it.

To increase the interest of local and foreign tourists in visiting a tourist destination, attractive tourism promotions are needed. Visual communication media is used to provide information more quickly and interestingly through vision communication that combines art, symbols, typography, images, graphics. design, illustration and colour in delivery [3].

Visual communication has a positive and significant effect on information delivery and can be a supporting medium for learning [4-5]. P Vanichvasin, in 2020, will examine the effectiveness and effects of visual communication on memory enhancement [6]. In visual communication design, the application of motion graphics and animation is increasingly popular to improve the visual presentation of the entire motion work in its practical application [7]. Amali et al., in 2020, investigated motion graphics animation videos used as alternative learning media [8]. The limitation of previous research is that there is no implementation of motion graphics for tourist videos. Motion graphics are implemented for visual communication, animation and learning media.

This research aims to implement motion graphic techniques in making videos of Shuji Lake Lembak using the MDLC method. MDLC development method is used in videomaking's pre-production and production stages. The contribution of this research is the motion graphic technique applied to making videos using the MDLC method can be a reference for others similar research.

## 2. Proposed Method

The methodology used in the pre-production and production concept design of the motion graphic promotional video for Lake Shuji Lembak tourism is shown in Figure 1 below.
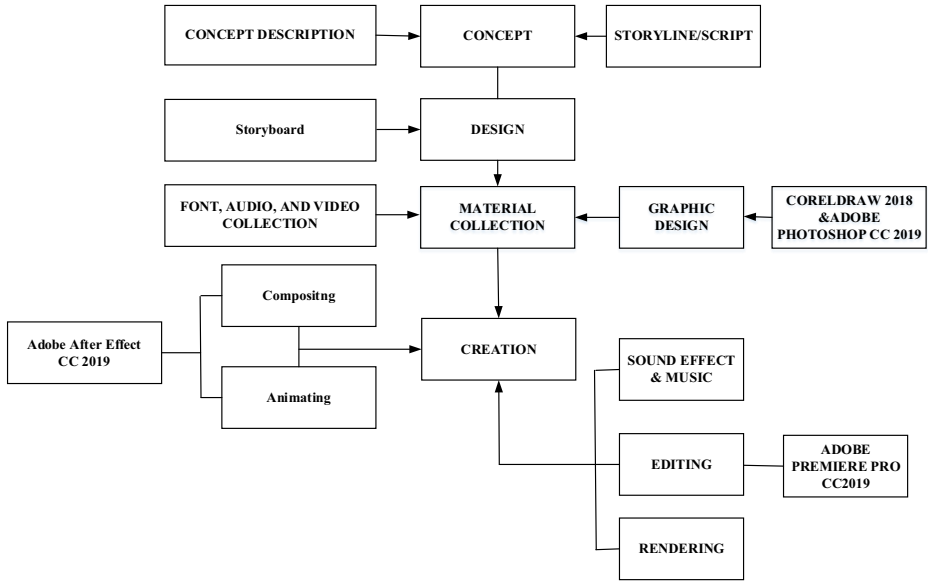
**Figure 1**. MDLC Method Development Process

In making videos, beginners often skip the pre-production stage because it is considered a difficult and time-consuming process [9]. Pre-production itself has an essential role in the next stage, namely the instructions for the video production process. Pre-production, as shown in Figure 1, includes concept, design, and material collection. The pre-production concept provides an overview of the storyline of the design production, including title goals, audience, title genre, and marketing requirements [10].

Furthermore, the story idea that has been determined is created in narrative form with a formal and straightforward language style so that the information communicated is accessible. The following is the narrative used to create a motion graphic-based promotional video for Shuji Lake Lembak tourism, as seen in Figure 2:
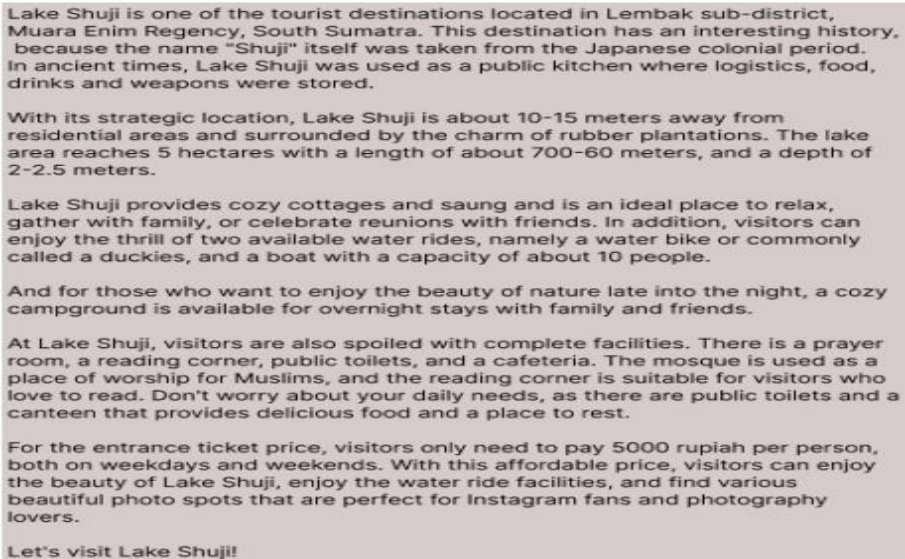
Lake Shuji is one of the tourist destinations located in Lembak sub-district, Muara Enim Regency, South Sumatra. This destination has an interesting history, because the name "Shuji" itself was taken from the Japanese colonial period. In ancient times, Lake Shuji was used as a public kitchen where logistics, food, drinks and weapons were stored.

With its strategic location, Lake Shuji is about 10-15 meters away from residential areas and surrounded by the charm of rubber plantations. The lake area reaches 5 hectares with a length of about 700-60 meters, and a depth of 2-2.5 meters.

Lake Shuji provides cozy cottages and saung and is an ideal place to relax, gather with family, or celebrate reunions with friends. In addition, visitors can enjoy the thrill of two available water rides, namely a water bike or commonly called a duckies, and a boat with a capacity of about 10 people.

And for those who want to enjoy the beauty of nature late into the night, a cozy campground is available for overnight stays with family and friends.

At Lake Shuji, visitors are also spoiled with complete facilities. There is a prayer room, a reading corner, public toilets, and a cafeteria. The mosque is used as a place of worship for Muslims, and the reading corner is suitable for visitors who love to read. Don't worry about your daily needs, as there are public toilets and a canteen that provides delicious food and a place to rest.

For the entrance ticket price, visitors only need to pay 5000 rupiah per person, both on weekdays and weekends. With this affordable price, visitors can enjoy the beauty of Lake Shuji, enjoy the water ride facilities, and find various beautiful photo spots that are perfect for Instagram fans and photography lovers.

Let's visit Lake Shuji!

**Figure 2**. Video narration

After the creative/narrative process is complete, the script will be made into a storyboard, which refers to the visual appearance determined and will explain the details of the scene and each movement and camera.

In Shuji Lake videos that use motion graphic animation, the storyboard has an essential role as a blueprint for each scene. It provides instructions for making movement transitions, layout, blocking, and defining camera movements, which must be done periodically in animation production.

This storyboard can explain an image that shows the atmosphere, natural beauty, existing rides, and ticket prices. Each panel will tell the story sequentially according to the existing script, with information on each panel. The description of each panel will explain what is happening with the image.
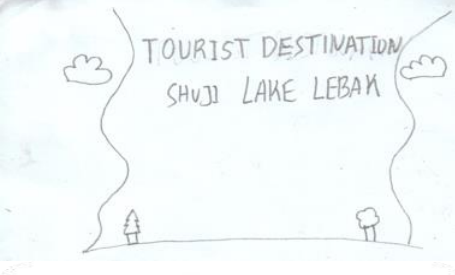
Moreover, the production stage consists of several processes that must be carried out, namely asset production, animating, composing, sound design, and rendering [11].
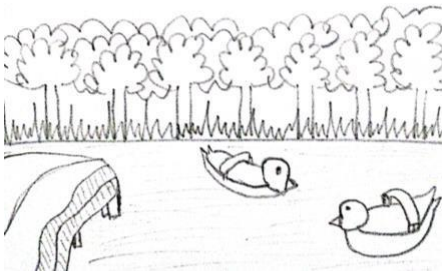
The software and hardware used in this research are Adobe Illustrator 2020, Adobe After Effect 2020, Adobe Premiere Pro 2020, and Adobe Encoder 2020. Meanwhile, the hardware used is an Asus laptop (L1CFMLO), processor: Intel (R) Celeron (R) N4500, memory: 4096 MB RAM.

## 3.    Result and Discussions

After we completed the pre-production and production stages, a motion graphics-based promotional video for Shuji Lake Lembak tourism was produced. Some of the final results of the pre-production stage in the form of a storyboard are presented in Table 1.
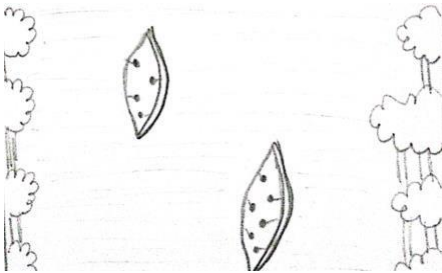
**Table 1.** Storyboard

| Video | Duration | Dialogue | Action Notes |
|---|---|---|---|
|  | 00.05.00 | | Video Title Bumper |
|  | 00.02.00 | | Object appears hand on character moves up and down |
|  | : 00.08.00 | Lake Shuji is one of the tourist destinations located in Lembak sub-district, Muara Enim district, South Sumatra. | The map of SUMSEL moves from right to left, then the text appears followed by the location display and the entire map is zoomed in to the map point |
|  | 00.03.00 | Lake Shuji provides comfortable cottages and shelters that are comfortable and an ideal place for... | The object moves from left to right. |
| VIDEO OF THE HUTS/SHACKS | 00.04.00 | ... to relax, gather with family, or celebrate reunions with friends. with friends. | The video moves from left to right and vice versa. |

| | | |
|---|---|---|
|  | 00.04.00 | In addition, visitors can enjoy the exciting sensation with two water rides available, | Objects move from top to bottom |
| VIDEO OF THE DUCKIES | 00.08.00 | namely water bikes or commonly called duckies, | Video moves from left to right. |
|  | 00.03.00 | and the boat has a capacity of about 10 people. | The boat object moves forward. |
| VIDEO OF THE BOAT | 00.08.00 | | Video of the boat moving forward |
|  | 00.04.00 | | Shuji lake logo bumper |

The following is a display of the motion graphic based promotional video:

-

1. Shot 1 displays the video's title, "Lake Shuji Lembak Tourist Destination."



**Figure 3**. Shot 1 view

2. Shot 2, Shows the character moving by waving his hands
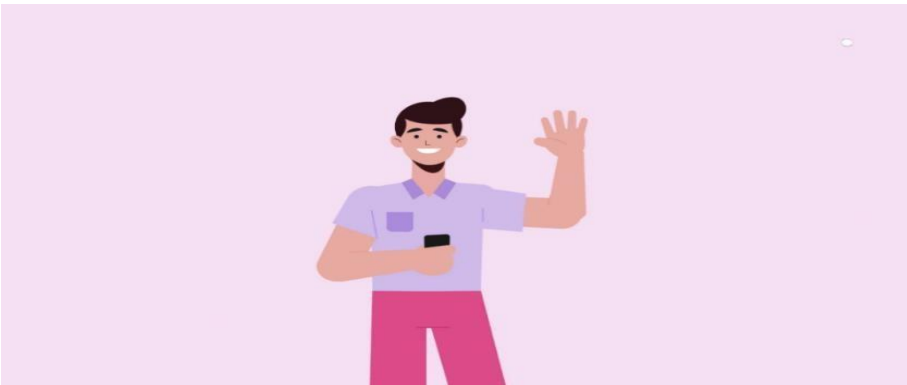


**Figure 4**. Shot 2 view

3. Shot 3, displays a map of South Sumatra accompanied by the text "Kac. Lembak, Muara Enim Regency, South Sumatra" as well as the location icon

**Figure 5**. Shot 3 view

4.    Shot 9, Shows the hut/saung object on Shuji Lake



**Figure 6.** Shot 9 view

5.    Shot 10, Shows the original video of the hut/saung on Lake Shuji



**Figure 7.** Shot 9 view

6.    Shot 11, shows images of ducks or water rides



**Figure 8.** Shot 11 view

7.    Shot 12, shows the original video of the water ride



**Figure 9**.  Shot 12 view

8. Shot 13, shows a boat image object



**Figure 10**. Shot 13 view

9. Shot 14, shows original video of the boat



**Figure 11**. Shot 14 view

10. Shot 15, Shuji Lake logo bumper



**Figure 12**. Shot 15 view

Figures 3,4,5,6,8, 10 and 12 are the results or displays of motion graphic based promotional videos, pictures 7,9 and 11 are original video display shot directly from Shuji Lake Lembak. The final result of the Lembak Shuji Lake tourism promotional video, with a duration of 2 minutes and 30 seconds, in mp4 format.

## 4. Conclusions

The application of motion graphic techniques in making videos of Shuji Lake Lembak using the MDLC method has been completed with a duration of 2 minutes and 30 seconds, in mp4 format, is distributed via social media, YouTube, and Instagram. It is shown in the appearance of the animated video, which is almost the same as the original video from Shuji Lake Lembak. What's interesting about a video depends on the storytelling that is created and the ability of a storyboard artist to translate each scene into paneled images.

Through this promotional video, social media users who see it can find out the destination of Shuji Lake Lembak and have the intention or desire to travel to Lake Shuji. Moreover, the location of the international airport, which is not far from Palembang, will make traveling more accessible.

In the future, we will develop methods for the video production design process. To make this tourism promotion more interesting, we also want to create cinematic videos, namely videos that are like films.

## References

[1] "Natural Beauty Report | money.co.uk." Accessed: Sep. 30, 2023. [Online]. Available: https://www.money.co.uk/loans/natural-beauty-report

[2] S. Sejdiu, B. Rexha, and E. Deda, "The Development of the Tourism Sector, Important for the Socio- Economic Development of the Country," *Journal of Educational and Social Research*, vol. 13, p. 227, May 2023, doi: 10.36941/jesr-2023-0072.

[3] bloomsbury.com, "The Fundamentals of Graphic Design," Bloomsbury. Accessed: Nov. 26, 2023. [Online]. Available: https://www.bloomsbury.com/uk/fundamentals-of-graphic-design-9781474269971/

[4] "The Importance of Using Visual in Delivering Information | VCD." Accessed: Nov. 26, 2023. [Online]. Available: https://journal.uc.ac.id/index.php/VCD/article/view/2720

[5] D. Sastradika, I. Iskandar, B. Syefrinando, and F. Shulman, "Development of animation-based learning media to increase student's motivation in learning physics," *J. Phys.: Conf. Ser.*, vol. 1869, no. 1, p. 012180, Apr. 2021, doi: 10.1088/1742-6596/1869/1/012180.

[6] P. Vanichvasin, "Effects of Visual Communication on Memory Enhancement of Thai Undergraduate Students, Kasetsart University," *Higher Education Studies*, vol. 11, no. 1, Art. no. 1, Dec. 2020, doi: 10.5539/hes.v11n1p34.

[7] G. Song, "Application of Motion Graphics in Visual Communication Design," *J. Phys.: Conf. Ser.*, vol. 1744, no. 4, p. 042165, Feb. 2021, doi: 10.1088/1742-6596/1744/4/042165.

[8] "Motion Graphic Animation Video as Alternative Learning Media | Amali | Jambura Journal of Informatics." Accessed: Nov. 26, 2023. [Online]. Available: https://ejurnal.ung.ac.id/index.php/jji/article/view/4640/0

[9] A. Jahanlou, W. Odom, and P. K. Chilana, "Challenges in Getting Started in Motion Graphic Design: Perspectives from Casual and Professional Motion Designers," 2021. Accessed: Nov. 26, 2023. [Online]. Available: https://www.semanticscholar.org/paper/Challenges-in-Getting-Started-in-Motion-Graphic-and-Jahanlou-Odom/faae8babd35ce6e211ae51ec5ea55f0a032e341e

[10] D. H. Pertiwi and Y. Syahrul, "Motion Graphic Masjid Agung Palembang sebagai Media Promosi Pariwisata Kota Palembang," *CSRID (Computer Science Research*

*and Its Development Journal)*, vol. 9, no. 3, Art. no. 3, Oct. 2017, doi: 10.22303/csrid.9.3.2017.165-177.

[11] "Analysis and Development of 3d Animation and It's Usage as Environment in Horror Short Movie | Pratama | IJISTECH (International Journal of Information System and Technology)." Accessed: Nov. 26, 2023. [Online]. Available: https://ijistech.org/ijistech/index.php/ijistech/article/view/273