

ABSTRAK

The need for human resources in the poultry industry is currently growing rapidly, especially in the multimedia sector. Every company in various poultry industries carries out various promotions by providing the best quality in order to attract the attention of their potential customers. That's where the role of Visual Communication Design is needed. As a design student, every student must be prepared to face various types of work that will be pursued upon graduation.

In this pandemic situation, many companies are using the internet to brand their products to potential customers. From online stores, youtube content to tiktok to do marketing globally. One of them is a product video that is shown on YouTube.

PT Ansell Jaya Indonesia currently uses social media to brand its company. This aims to reach potential customers globally during this pandemic period through marketing strategies and making attractive visual, audio and video designs so as to increase sales.

In addition to mastering the sciences of animation and ethics, animators are also required to have good communication skills in order to be able to work as a team within a division. Solving a problem that was passed during practical work can later be reused when it is in the world of work.

Keyword : *Poultry Industry, Visual Communication Design, Ansell Jaya Indonesia, animation*