

ABSTRACT

DESIGNING AN ANIMATED VIDEO PROMOTING APPLICATION PURBALINGGA MEMIKAT

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Technological developments are increasingly advanced along with the times so that they are able to assist in facilitating human labor. Currently, more and more companies are developing application software production, one of which is the Purbalingga Enchanting application. Purbalingga Enchanting itself is software that displays information about tourist attractions in Purbalingga district such as tourist events, hotels, culinary spots, souvenir centers and tour packages. In order to introduce the application to the public, promotional steps are needed either through digital advertising or internet media. Therefore, the author created an animated video design entitled "Design of the Enchanting Purbalingga Application Promotional Animation Video". The design of this video was made to help promote the Purbalingga Enticing application and the Purbalingga Regency Communication and Information Service in introducing tourism. The animation design is prepared using the Villamil-Molina method which consists of the stages of multimedia development, preproduction, production, postproduction and delivery.

Keywords : Animation, software, purbalingga memikat, promotional videos, Purbalingga.