Animated Video Design of Motion Graphic-Based Passenger Guide Ships at Port of Bandar Deli

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Abstract
In a port, a guide is an important part to build a good image and assessment so that it can be the main choice of the people, to make it easier to guide passengers and to the wider community, increasingly advanced technology is needed. The purpose of making a Motion Graphic-Based Animation Video for Passenger Ship Guides at the Port of Bandar Deli is to make the video guide an effective means of obtaining a complete interactive guide to prospective ship passengers at the port of Bandar Deli. Animated Videos This guide was designed using Adobe Illustrator and Adobe After Effects software. In this study, Motion Graphic animation will be used to make animated videos as a guide for prospective ship passengers.

Keywords: Animation Videos, Motion Graphics, guides and passengers.

Introduction
Video Animation Motion Graphic is a form of animation that can display images of living things, inanimate objects and writings. Motion Graphic animation is a piece of time-based visual media by combining graphic design. Animated Motion Graphic Video is a short guide that is easy to convey about the mandatory requirements for prospective passengers who will use the sea transportation.

Various studies on motion graphics have been carried out such as (Deli and Rino). Who conducted a research entitled "Design and Development of Animator Graduate Video Profiles for PS Information Systems with Motion Graphic Techniques" in his research, namely the product designed to get a response as much as 38.5% said it was good and 61.4% said it was very good. So it can be concluded that, this research can provide information and promote PT. Multimedia Advice Star to the wider community very well.

Based on the easily available media, many companies and the public manage the media base to improve, expand, and accelerate access to information, one of which is at the Port of Bandar Deli which is one of the ports in North Sumatra. In this study, Bandar Deli Port Terminal does not yet have a Video Animation media as a guide for passengers and prospective ship passengers, due to the lack of knowledge and information of passengers and prospective passengers related to digital media, especially motion graphics so that there are many delays in departing ships due to negligence of passengers or prospective passengers in manage the time and the terms and stages needed, especially for beginners and the elderly who take sea transportation, namely ships, thus Bandar Deli Port is a Port Passenger Terminal. Currently only animation video media as a guide for new passengers or passengers from outside the city, for that it is necessary to make a brief motion graphic-based animation video at the Passenger Terminal Port as an attraction for passengers to see brief, concise and
clear guide information to avoid the occurrence omission of information in the form of departure or other information

**Methods**

**Animation**
The process of creating continuous movement, which involves the illusion of changing shape in an image, namely animation. A process of recording and playing a series of static images to get an illusion of movement is called animation. Animation that is widely known to the public is 2D and 3D animation. 2D animation can be viewed on the high and long sides or systematically at x and y coordinates, while 3D animation can be viewed on the high, long and wide sides or systematically on x, y and z coordinates which allows us to see the object's point of view more closely.

**Types of Animation**

**Stop Motion Animation/Claymation**
Also known as claymation, this technique of making animation was invented by Blakton in circa 1906. Using clay (clay) as the object. Clay animation techniques are often used to get a visual effect for films in the 1950s and 1960s.

**2D/2D Animation**
This type of animation is also known as a card. Cartoon or Cartoon can be defined as a funny picture, for example it can be seen in cartoon films, lots of funny pictures are shown and often to entertain, which includes examples of tom & jerry.

**3D/3D Animation**
With the development of technology, especially computer technology, 3D animation appears. This 3D animation is the result of the development of 2D animation. In 3D animation, objects will feel more alive and also like real. Many examples of films using 3D animation techniques and CGI (Computer Generated Imagery).

**Motion Graphic Animation**
Motion graphic animation is quite often used as a means of promotion or socialization. Because in motion graphics it has a fairly simple appearance, so the information conveyed can be seen clearly.

**Motion Graphics**
"Motion graphic is a branch of graphic design, where in motion graphics there are design elements such as shape, appearance, size, direction, texture in it, which are intentionally moved or given movement."

"Motion graphic is a combination of media-based design/animation pieces that combine film language with graphic design by incorporating a number of different elements such as 2D/3D, animation, video, film, typography, illustration, photography, and music.

**Animation development method**
The research to be carried out uses the Research and Development (R&D) method or research and development method. Research and Development is a research method used to produce certain products, and test the effectiveness of these products. This study aims to develop an animated passenger guide that will be used at the Port of Bandar Deli.

![Image 1.Multimedia Development Life Cycle Model](image)
The development model used in this study is the MDLC model. The MDLC model is one of Luther's
multimedia development models. The reason for choosing the MDLC model is because this MDLC model is flexible which does not have to be carried out sequentially, for example, if we are already at the assembly stage, we can return to the collecting material stage as well as the design and concept stage.

**Result And Discussion Running System Analysis**

From the results of this study, the author was able to design an animated video guide for ship passengers based on motion graphics at the Port of Deli. With this animated video guide, many people will get references and know good and easy steps to ride the sea transportation. So that prospective passengers can feel the benefits in this animated video guide, it can also make something very useful for the wider community. In the stages and techniques of making this animation, it is quite complicated because to make animation, the writer must first look for various motion graphic sources to add concepts, ideas, and character shapes in making this animation. After getting it the author then formed several objects using Adobe Illustrator, after that all designs are combined using adobe after effects so that they can display the final result that displays an animated video that explains the design of a motion graphic-based animated video guide for ship passengers at the Port of Bandar Deli so that it can be interesting in the eyes of the public. Explanation of the illustration starting from the input, process, and output.

**Figure 2.** Opening of the video

This animation displays text that explains a problem related to the lack of knowledge of prospective passengers regarding the requirements for boarding the ship and the steps required. Explanation section on the background.

**Figure 3.** Title text

In the early stages, the guide explains how prospective passengers can order tickets to board the ship and make reservations online on the PELNI Indonesia website.

**Figure 4.** Book a boat ticket

Then after the ticket booking is complete, the passenger will get a data file of the contents of the booking code for the departure and schedule of the ship intended by the prospective passenger.

**Figure 5.** Ship departure data

At this stage the officer will direct prospective passengers to exchange tickets online with the booking
code on the ticket printer.

![Figure 6. Ticket printing machine](image)

Furthermore, this video explains how the officer will guide prospective passengers to the file validation location with the conditions for boarding the ship.

![Figure 7. File validation](image)

At this stage, the guide explains where prospective passengers must show their ID cards, tickets and receipts for proof of ship ticket payments to port officers at Bandar Deli.

![Figure 8. Condition](image)

The next stage, the officer will direct the prospective passenger to the boarding pass section to the prospective passenger who has carried out the departure confirmation process.

![Figure 9. Boarding pass](image)

At this stage, it explains how officers guide prospective passengers to enter the ship.

![Figure 10. Final guide](image)

**Conclusion**

Based on the discussion that has been explained, the author can draw conclusions from "Designing Motion Graphic-Based Guides for Passenger Ships at Bandar Deli Port" which is one of the most
important means in facilitating and providing port guidance to the wider community, the Guide Animation Video contains steps and methods. the best for prospective ship passengers who really need directions that are easily conveyed to prospective passengers. In the video editing process, the author uses Adobe After Effects and Adobe Illustrator software and adds background to make animations attractive to the wider community. The author also gets a lot of knowledge on how to solve problems from the process of making this animated video.

References

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