

FERI AUDIAN, 21.240.0050

PENERAPAN ANIMASI 3 DIMENSI SEBAGAI MEDIA PENDUKUNG PROMOSI PADA PERUMAHAN NAMIRA RESIDENCE 2 KABUPATEN PEKALONGAN, di bawah bimbingan Dicke J.S.H Siregar, M.Kom dan Hari Agung Budijanto, M.Kom.

61 + xi halaman / 36 gambar / 8 tabel / 2 lampiran / 22 pustaka (2018 – 2023)

ABSTRAK

Cara pemasaran perumahan Namira Residence 2 yang masih menggunakan brosur masih terdapat permasalahan, pembeli tidak bisa mendapatkan gambaran secara visual 3D, hanya diperlihatkan gambar rumah dari satu sisi. Menggunakan visualisasi 3 dimensi mungkin akan membantu lebih jelas dalam melihat detail rumah, tetapi akan lebih jelas lagi jika desain 3D dibuat menjadi animasi 3D agar lebih menarik dan mudah digunakan. Media animasi 3D dirancang menggunakan software SketchUp dan plug-in enscape. Dengan metode pengembangan Pra-Produksi, Produksi, dan Pasca Produksi. Dalam tahap pengujiannya digunakan pengujian GUI dan UAT. Melalui serangkaian tahap pengembangan dan pengujian tersebut maka telah dihasilkan Penerapan Animasi 3 Dimensi Sebagai Media Pendukung Promosi Pada Perumahan Namira Residence 2 Kabupaten Pekalongan. Adapun Kekurangan dari media animasi ini yaitu belum bisa maksimal terhadap animasi 3 dimensi.

Kata Kunci : Promosi, Media, Animasi, 3D, Perumahan Namira Residence 2

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IMPLEMENTATION OF 3D ANIMATION AS A SUPPORTING MEDIA FOR PROMOTION AT NAMIRA RESIDENCE 2, PEKALONGAN REGENCY, under guidance of Dicke J.S.H Siregar, M.Kom dan Hari Agung Budijanto, M.Kom.

61 + xv pages / 26 images / 8 tables / 2 attachments / 22 libraries (2018 – 2023)

ABSTRACT

The marketing strategy for Namira Residence 2, which still relies on brochures, presents several issues; buyers cannot obtain a 3D visual representation and are only shown images of the house from one side. Utilizing 3D visualization may help in seeing the details of the house more clearly, but it would be even better if the 3D design were turned into 3D animation to make it more engaging and user-friendly. The 3D animation media is designed using SketchUp software and the Enscape plug-in, following the Pre-Production, Production, and Post-Production development methods. In the testing phase, both GUI testing and UAT (User Acceptance Testing) are employed. Through this series of development and testing stages, the implementation of 3D Animation as a Supporting Media for Promotion at Namira Residence 2, Pekalongan Regency has been achieved. However, the limitation of this animation media is that it has not yet reached its full potential in 3D animation.

Keywords : Promotion, Media, Animation, 3D, Namira Residence 2 Housing