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**PEMANFAATAN *VISUAL* ANIMASI 3D SEBAGAI MEDIA KOMUNIKASI
DIGITAL ADVERTISING PADA PERUMAHAN PERMATA RESIDENCE
DI PEMALANG**

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53+xii halaman / 21 gambar / 4 tabel / 2 lampiran / 14 pustaka (2021-2025)

ABSTAK

Perkembangan teknologi digital menuntut sektor properti untuk menghadirkan media promosi yang mampu menyampaikan informasi secara menarik, informatif, dan mudah dipahami oleh calon konsumen. Perumahan permata residence di Pemalang masih menggunakan media promosi konvensional berupa brosur dan foto statis, sehingga belum mampu menampilkan gambaran kawasan dan Perancangan rumah secara menyeluruh. Metode pengembangan yang digunakan adalah Multimedia Development Life Cycle (MDLC) yang meliputi tahap Concept, Design, Material Collecting, Assembly, Testing dan Distribution. Hasil penelitian berupa video animasi 3D yang menampilkan visualisasi kawasan perumahan, fasad bangunan, interior, serta fasilitas pendukung. Pemanfaatan animasi 3D mampu menyajikan informasi properti secara lebih jelas dan menarik, meningkatkan kualitas promosi, serta mendukung citra profesional PT. Permata Sejahtera Group dalam menyimpan informasi produk properti.

Kata kunci : *Animasi 3D, Media Promosi, Digital Advertising, Permata Residence*

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THE UTILIZATION OF 3D ANIMATION VIDEO AS A DIGITAL ADVERTISING COMMUNICATION MEDIA AT PERMATA RESIDENCE HOUSING IN PEMALANG

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ABSTRACT

The rapid development of digital technology requires the property sector to present promotional media that can deliver information in an attractive, informative, and easily understood manner to potential consumers. Permata Residence Housing in Pemalang still utilizes conventional promotional media such as brochures and static images, which are unable to fully present the overall housing area and house Design. The development method used in this study is the Multimedia Development Life Cycle (MDLC), which consists of the concept, Design, Material Collecting, Assembly, testing, and Distribution stages. The result of this study is a 3D animation video that visualizes the housing area, building facades, interior spaces, and supporting facilities. The utilization of 3D animation is able to present property information more clearly and attractively, improve the quality of promotion, and support the professional image of PT Permata Sejahtera Group in delivering property product information.

Keywords: *3D Animation, Promotional Media, Digital Advertising, Permata Residence*