

## Motion Graphics Video as an Effective Promotional Media through Design Method: A Case Study of FitAcademy Application Design

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### Abstract

The rapid development of technology today plays an important role in life, especially in the field of education. The FitAcademy Application is one of the developing digital platforms that requires promotion and visual improvement. Based on the results of the analysis carried out by the previous author, motion graphics are a promotional tool that has the potential to convey promotional messages and can bridge the density of information and audience attention. This design uses the design thinking method which goes through 5 stages of empathize, define, ideate, prototype, and test for a deeper understanding of the target audience of the design. Through Jobs to Be Done, a solution statement was obtained that this design will display the advantages of the FitAcademy Application, as well as build the perception that the FitAcademy application is here to support user needs activities. The results of the trial work show that the design created is able to meet user expectations in finding a learning application that suits their needs, both in terms of visual elements and the promotional messages conveyed.

*Keywords: Video, Motion Graphic, Promotion, Application, FitAcademy.*

### A. INTRODUCTION

The rapid development of technology today plays a significant role in life, particularly in the field of education. Digital technology has transformed the way we perceive and engage in learning. Online learning platforms and digital educational resources have contributed to making education more inclusive (Johanis et al., 2024). The advancement of technology has brought changes to learning methods, enabling easier access to learning materials through digital platforms. The emergence of educational applications has become one of the notable innovations in the evolving field of education.

In relation to education, one emerging and noteworthy application is FitAcademy. FitAcademy presents itself as an educational application that offers a learning experience as convenient as using social media, with a focus on microlearning methods. FitAcademy envisions becoming a modern and innovative learning platform that contributes to the transformation of inclusive education. With the tagline "*Belajar Seru dan Praktis Bareng FitAcademy*" (Fun and Practical Learning with FitAcademy), the application emerges as an innovative learning platform that delivers educational content in the form of short video clips, accessible anytime and anywhere. This format is particularly relevant for users with limited time or busy schedules due to its flexible nature. In addition to serving learners, FitAcademy also provides opportunities for educreators to share their educational content. Currently, the application offers two types of content: single posts and courses, giving users

options that suit their learning preferences. However, Fitinline, the company behind FitAcademy, is a startup that still faces challenges in optimizing its available resources. This is reflected in the relatively low number of downloads compared to other learning applications. Based on interview results, FitAcademy struggles particularly in terms of promotion, as large-scale product marketing requires substantial financial resources. Due to financial constraints, the application is unable to conduct extensive marketing campaigns. Consequently, FitAcademy has only been able to promote its product directly by introducing the platform to organizations or companies with a large audience, as well as online through content uploaded on social media. In addition, FitAcademy seeks to enhance the use of visuals in its promotional content, as previously the use of illustrations in its promotional videos served merely as decorative elements.

Based on the author's research findings, FitAcademy's promotional strategy focuses on highlighting several of its advantages to the audience. Social media platforms, particularly Instagram, are chosen as the primary medium for promotional activities. This decision aligns with FitAcademy's target market, namely individuals aged 18–35, who are among the most active users of digital devices. The rise of social media has introduced more creative content formats, one of which is motion graphics. To date, FitAcademy has not yet utilized motion graphics for promotion in a way that aligns with its vision, mission, and target audience. The use of motion graphics as a promotional medium can reduce marketing costs compared to other promotional videos, as it only requires software for the production process. With its uniqueness in delivering information engagingly and its ability to attract audiences, motion graphics have become an essential element in visual production (Cahyadi, 2023).

Based on the aforementioned explanation, this design project aims to develop a visual strategy for promoting the FitAcademy application. In this project, the author intends to integrate motion graphics with supporting visual elements to enhance FitAcademy's promotional videos. It is expected that this design will serve as an effective promotional strategy to expand audience reach and attract potential users of the FitAcademy application.

## **B. LITERATURE REVIEWS**

### **1. Communication Aspects**

#### **a. Persuasion**

Persuasion refers to the act of inviting, convincing, or encouraging. Its purpose is to strengthen or change beliefs and to motivate the audience to take the desired action. Persuasion can be carried out through rational or emotional approaches. The emotional approach involves factors related to a person's emotional state to evoke sympathy and empathy from the audience (Maya, 2023).

#### **b. Audience Retention on Video Duration**

According to Parvinen et al. (2022) in their YouTube video, retention refers to the audience's ability to maintain attention while watching a video. Videos with a duration of 1–3 minutes are more effective in maintaining audience attention.

Durations longer than three minutes tend to make viewers feel bored more quickly, while overly short durations make it difficult for the audience to understand the message due to insufficient information (Alkautsar et al., 2024).

## **2. Aesthetic Aspects**

### **a. Color**

According to Ricky W. Putra (2020), color is the final medium in symbolic communication, yet it is highly important. Designers can use color to express identity, convey messages, emphasize certain elements, and attract attention. Each color has distinct characteristics, and the appropriate use of color in a given context can significantly impact the creation of messages, influence behavior, and enhance the visual experience.

### **b. Typography**

According to Sulaiman A. M. (2023), typography plays an essential role in human visual communication. Typography is the technique of arranging letters with specific treatments that create distinctive characteristics. This technique aims to provide comfort for readers and facilitate comprehension of the conveyed message. According to Zainudin (2021), typefaces can be classified into five categories: sans serif (without strokes), serif (with strokes), script (handwriting), decorative, and monospace (fixed-width). Several factors need to be considered in the application of typography: legibility, readability, visibility, and clarity.

### **c. Illustration**

In the book “Ilustrasi Digital: Teori dan Penerapannya” (Digital Illustration: Theory and Application) by Made Marthana Yusa et al. (2024), it is explained that the word illustration derives from the English illustration, adopted from the Latin *illustratio* or *illustro*, meaning “to illuminate.” Illustration has the ability to convey messages visually more effectively than still images, encompassing composition, background, character expression, and other details in building atmosphere and highlighting themes (Onaiwu, 2022; Yusa, Priyono, et al., 2023).

### **d. Layout**

According to Dian Nurdiansyah (2024), layout refers to the organization of elements within a design space to achieve specific objectives, involving the arrangement of visual and textual elements such as text, images, and icons within pages, websites, posters, or other digital media. The purpose is to communicate messages or information to the audience in an aesthetic, engaging, clear, and effective manner. Layout consists of visual hierarchy, proportion and balance, unity and cohesion, focus and emphasis, as well as negative space. Types of layout include symmetrical, asymmetrical, grid-based, hierarchical, and F-layout or Z-layout.

### **e. Transitions and Effects**

According to Khairi et al. (2023), one element of animation effects is transitions, which serve to create the impression of movement from one video to another, producing a more appealing presentation. Pakpahan et al. (2021) note that several

common motion transitions in motion graphics include cut, dissolve, push, slide, and wipe.

Effects are used to create specific impressions. Adobe After Effects is one of the most reliable software tools for animating objects. However, due to the limitations of its built-in effects, editors often add plugins from third-party developers to enhance functionality (Supriyadi, 2019). Commonly used effects in motion graphic production include Light Sweep, glitch, and glow.

f. Storyline

A storyline is commonly used to explain the flow of a narrative and serves as a reference in the production of visual media such as animated videos or films. In general, a storyline presents the key points of the narrative for each scene. Its purpose is to ensure that the narrative flow is more structured and clear, particularly for content that conveys specific messages such as business-related or personal branding content (Saputra et al., 2023). According to Rakadea et al. (2021), a storyline should consist of a beginning (opening), middle (body content), and end (closing).

g. Audio

Audio refers to sound used to help build atmosphere. It can take the form of voice-over (narration), background music, or sound effects. These three components assist designers in communicating the ideas of their visual work (Yudi, 2020).

### **3. Technical Aspects**

a. Motion Graphic

According to Dian Cahyadi (2023), motion graphics are the art and technique of creating moving visual elements such as illustrations, text, graphics, and other objects in videos or digital media. Motion graphics are often used for communication, marketing, education, and entertainment purposes. According to Yudi (2020), the basic theories of motion graphics include timing, transitions, sound, motion, cartooning, color, motion blur, and movement.

b. Motion Graphics as a Promotional Medium

According to Christian Adhitama (2021), motion graphics play several roles in promotion:

- 1). Product promotion becomes more attractive, as motion graphics can make the impossible possible, such as making animals or plants talk or transforming vehicles into humans.
- 2). Effective and flexible, since motion graphics can shorten presentation time compared to other media in video format. Furthermore, engaging animations can capture the audience's interest and make them easier to remember.
- 3). Cost-effective, as motion graphics only require software, unlike other promotional productions that demand actors, cameras, and filming sets.
- 4). Creating a modern impression, as motion graphics represent a form of advanced technology, and companies are more likely to adopt modern technological developments.

c. Animation and Its Principles

Animation is the process of creating changes in motion or form over a certain period of time. It is also a technique of sequentially displaying images so that the audience perceives motion in the visuals being shown (Dewi et al., 2022). In the journal by Nadya and Sari (2020), referring to the book “The Illusion of Life: Disney”, there are twelve principles of animation: squash and stretch, anticipation, staging, straight-ahead action and pose-to-pose, follow-through and overlapping action, slow in & slow out, arcs, secondary action, timing, exaggeration, solid drawing, and appeal.

d. Rendering

Rendering formats for animated videos can include MP4, AVI, or MOV. In Adobe After Effects software, users can select the desired form of compression or codec (compressor-decompressor, or coding-decoding) (Andik Hadi Prakarsa, 2021). The format most commonly used for animation video projects in Adobe After Effects is MP4 with the H.264 codec. H.264 encoding in Adobe After Effects functions to produce high-quality videos with a relatively low bit rate. The rendering and export formats commonly used in animation production include:

- 1). Video formats typically used on YouTube to achieve the best quality employ the H.264 codec with resolutions of 1080p or 4K, and a bitrate of 15–20 Mbps for 1080p resolution.
- 2). Instagram video formats use a resolution of 1080 × 1350p for a 4:5 ratio, or 1080 × 1920p for a 9:16 ratio.
- 3). Short films or documentaries often use ProRes or AVI formats, as these provide minimal compression while maintaining high quality.

C. METHOD

The distribution of the promotional video design applies the AISAS method. The use of AISAS is highly relevant to the current development of digital media.

Table 7. AISAS

Method	Media	Strategy
Attention	Social Media and Exhibitions	<p><b>Social Media</b> Uploading posts on Instagram feeds to raise audience awareness of the FitAcademy application</p> <p><b>Exhibitions</b> Displaying eye-catching posters in locations frequently visited by the target audience</p>
Interest	Social Media and Exhibitions	<p><b>Social Media</b> Uploading the FitAcademy promotional video on Instagram Reels</p>

		<p><b>Exhibitions</b> Showcasing the FitAcademy promotional video during exhibition events</p>
Search	Social Media and Exhibitions	<p><b>Social Media</b> Including information about the FitAcademy application through captions on Instagram posts and descriptions on uploaded videos to make it easier for the audience to find the application</p> <p><b>Exhibitions</b> Displaying posters containing QR codes that allow the audience to access the FitAcademy promotional video</p>
Action	Social Media and Merchandise	<p><b>Social Media</b> Using calls to action in the promotional video to encourage the audience to download the FitAcademy application</p> <p><b>Merchandise</b> Producing merchandise as supporting media for promotion</p>
Share	Social Media and Merchandise	<p><b>Social Media</b> Encouraging the audience to share the promotional video by utilizing the sharing feature on social media</p> <p><b>Merchandise</b> Distributing merchandise such as stickers to encourage audiences to share them on their social media, thereby attracting the attention of others</p>

Source: Processed by the Author (2025)

Through this strategy, the author developed a timeline to facilitate the implementation of the AISAS strategy:

**Table 8. AISAS Timeline**

Process Stages	Month 3	Month 4				Month 5			
	June	July				August			
	4	1	2	3	4	1	2	3	4
Attention									
Interest									
Search									
Action									
Share									

Source: Processed by the Author (2025)

The work exhibition was held over two days, on July 11–12, 2025, at Creative Box Bintaro, under the theme Otak-Atik Exhibition. The following is documentation:

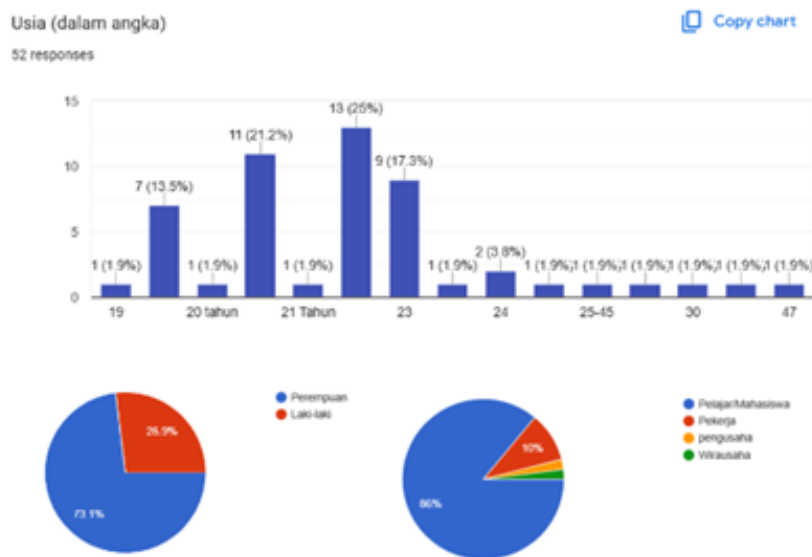


**Figure 22. Exhibition Documentation**  
Source: Author's Documentation (2025)

## D. RESULTS AND DISCUSSION

### 1. Respondent's Description

During the exhibition, the author collected responses from 52 participants, aged between 19 and 47 years. This corresponds to the intended target audience of 18-35 years, while also reaching audiences above 35 years of age. Of the respondents, 73.1% were female and 26.9% male, predominantly students, followed by a portion of workers, entrepreneurs, and business owners.



**Figure 23. User Profile**  
Source: Author's Documentation (2025)

Based on the author's analysis, the audience responded positively to the work. They stated that the FitAcademy application motion graphic video was easy to understand and highly engaging. The information was structured clearly, enabling viewers to easily follow the flow and promotional message. Visually, the design was also aligned with the target audience. Overall, this project successfully met the expectations of both the audience and the partner, demonstrating potential as an effective promotional medium for the FitAcademy application.

## **E. CONCLUSION**

This design project was developed with the primary objective of persuading and encouraging the audience to download the FitAcademy application, while assisting the target audience in finding a learning application that meets their needs. The project presents promotional content in an engaging way through motion graphics. It originated from the concerns of target users who require a learning application to support their activities. Through visual communication design, this project combines information on the advantages or unique selling points (USPs) of the FitAcademy application with appealing visuals presented through motion graphics, thereby creating audience engagement.

This project is expected to help the audience better understand the conveyed messages and to facilitate them in discovering a learning application that suits their needs. Based on audience feedback, the design successfully met user expectations in terms of finding a relevant learning application. This was achieved through visual elements such as the use of FitAcademy's primary colors combined with supporting eye-catching tones, legible typography, layouts, and smooth transitions that enhance message comprehension. Additional strengths include the use of attractive illustrations, effective integration of audio elements (voice-over, sound effects, and background music), and a well-structured narrative that clearly delivered the promotional message.

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