

## CHAPTER VII CONCLUSION

### 7.1 Conclusion

Based on the result of The Development and Implementation of a 2D Animation Advertisement for PT. Fumiyama Indonesia, the following conclusions can be made:

1. PT. Fumiyama Indonesia needed another method of promotion and marketing of its products, therefore the writer decided to create an advertisement for the company in the form of a 2D animation, in order to appeal and inform more people about its products.
2. With the creation of this 2D animation advertisement, could help the company introduce its product to people in a more appealing way.
3. This 2D animation advertisement video is created using *Adobe After Effects CC*, *Adobe Animate CC*, and *Adobe Photoshop CC*.
4. The result of the implementation has been approved by PT. Fumiyama Indonesia's director and has been implemented into the company's Youtube channel, garnering 26 views and 10 likes at the time of writing. The video has been reviewed by several clients and company staff in a closed environment and has been proven to be effective at communicating the company's products, the project is also uploaded to the company's Instagram account.

## 1.2 Suggestions

The creation of this project is not one without flaw, the following are suggestions by the writer for any upcoming projects similar to this, here are the following:

1. An animation advertisement video should be planned with design principles in mind, thus would create a balance of content without too much clutter and has visuals that helps better convey the message being shown.
2. Having more information inside a storyboard would keep the development process of the project from diverging from its initial ideas.
3. Creating an advertisement of a product inside a 3D space can better convey how the product works and has a more striking visual.