

# CHAPTER I INTRODUCTION

## 1.1 Background

Currently, with the rise of internet technologies a big portion of our lives are dominated with a seemingly endless influx of information. As technology grows at a rapid pace (Athey & Mobius, 2017). Modern technologies became more and more accessible to many people of the population (Vashenko & Odintsov, 2016). In most cases, traditional marketing is more expensive than digital marketing (Todor, 2016). Because of this, a big chunk of companies are moving away from traditional media and was leaning more towards the digital media (Hussain & Lasage, 2014).

This change was also caused by the fact that a lot of people consumes media much differently than how they did a few years ago (Schröder, 2015). Because of smartphones' capabilities to send data very quickly and also receive all sorts of data that is really inaccessible in the past such as videos and images (Gowthamip & Venkatakrishnakumarp, 2016), which is very rare because of the lack of an accessible internet to the masses, and the power required by the phone itself that grew exponentially over the years with new iterations (Pugh, 2017). This causes information to travel fast and accessible to the masses, and knowing that, advertising became a big part in this evolving technology.

With the presence of the internet, it creates opportunities for businesses to do innovative business tactics (Lecic-Cvetkovic, Omerbegovic-Bijelovic, Zaric, & Janicic, 2016), Web usage has been growing rapidly, with many individuals accessing the web several times in a day (Poushter, 2016). It has been proven to be beneficial and effective for business to promote a company's product (Balakrishnan, Dahnil, & Yi, 2014). This method of promotion increases people's awareness of a product and as a result increasing the purchase intention (Zhou & Duan, 2015).

Advertising in the medium comes in all sorts of forms, in order to make their advertisements more appealing, attractive and distinctive, marketers use animation as a technique for advertisements (Goel & Upadhyay, 2017). The animation style of advertising has the advantage of making advertisements much more appealing, attention grabbing, and showing people things they can only imagine, and created at a comparatively low cost (Khanum, Shareef, & Khanam, 2015). The use of advertisements has not been used in a digital environment by PT FumiYama Indonesia and has only sold its product through the word of mouth and salesmen. This causes very little information known about the presence and the products the company offers to many people.

In conclusion, based upon the problem presented above, the company needs a new form of advertisement for their products, and it is because of this, the writer concluded to form an advertisement project titled **“The Development and Implementation of a 2D Animation Advertisement for PT. FumiYama Indonesia”** that will be implemented at the company's Youtube channel.

## 1.2 Project Scope

This internship will be limited to the following scope:

1. The advertisement would contain animated illustrations of PT. Fumiyyama Indonesia's products and information regarding it.
2. The advertisement would be primarily targeted to people looking into buying household electronics, which according to the company, it's targeted towards the young adult and adult demographic.
3. This project would be implemented through Youtube and Instagram.
4. The advertisement would be primarily created inside *Adobe Animate*, *Adobe After Effects*, and *Adobe Photoshop*.

## 1.3 Project Objectives

1. To create an advertisement that promotes the sets of products sold by the company.
2. To fulfill one of the requirements needed to graduate from Universitas Internasional Batam.
3. To serve as an opportunity for the writer to implement the lessons learned from Universitas Internasional Batam.
4. To serve as an opportunity for us to gain work experience.

## 1.4 Project Output

The final result of the project would result in the creation of a 2D animated advertisement project about PT. Fumiyyama Indonesia's products that would be implemented in PT. Fumiyyama Indonesia's *Youtube* channel and its *Instagram* account.

### **1.5 Project Benefits**

1. The Company will then have a promotional tool to promote the company's product, that it may inform potential customers regarding the company's product, and attract new customers.
2. The project would serve as a chance for us to implement the studies from Universitas Internasional Batam and as a chance to get a proper working experience.
3. The project would also benefit the academics to have studies applied in this project have this project as a reference for other students that has a research related to this project.

### **1.6 Writing System Methods**

In chapter I we're going to discuss the importance of an advertisement on a company and why animation became the choice as the style of the advertisement.

In chapter II we will look into the theories being used in the making of this project and how it corelates to the project.

Chapter III will contain the identity, structure, and the general background of the company.

Chapter IV will contain the methodology being used in the process of implementing the project.

Chapter V will contain the design process, an explanation behind design decisions made in the process, and an observation on the data collected during the data collection.

Chapter VI will contain the implementation process of the project.

Lastly, chapter VII will contain the conclusion of the project, and some final thoughts from the writer.