

**JUDUL: PEMBUATAN *BOOK TRAILER* DENGAN *MOTION GRAPHIC* :
STUDI KASUS NOVEL RINGAN DIBALIK GUYUR HUJAN**

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ABSTRAK

Perkembangan konsumsi media visual pada generasi muda membuat promosi *light novel* secara konvensional menjadi kurang efektif. Kondisi ini terlihat pada *light novel Dibalik Guyur Hujan* yang memiliki jumlah pembaca terbatas di platform *WebNovel*. Data jumlah *views* digunakan sebagai gambaran awal kondisi penyebaran karya secara digital. Hal ini menunjukkan perlunya media promosi visual yang lebih menarik dan sesuai dengan kebiasaan konsumsi media saat ini. Penelitian ini bertujuan merancang media promosi visual di luar platform *WebNovel* berupa *book trailer* berbasis *motion graphic* dan *landing page* interaktif, untuk memperkenalkan karya sekaligus mendukung pengembangan novel ke versi buku fisik. Metode yang digunakan meliputi observasi, studi literatur, analisis kebutuhan, serta pengumpulan data melalui kuesioner dan wawancara. Hasil penelitian berupa dua media utama, yaitu *book trailer* berbasis *motion graphic* dan *landing page* interaktif sebagai sarana promosi digital. Hasil uji dan evaluasi menunjukkan bahwa *book trailer* dan *landing page* efektif dalam menyampaikan suasana cerita, meningkatkan ketertarikan penonton, dan memberikan pengalaman visual yang imersif. Tingkat efektivitas rata-rata mencapai 80–85%, dan 82% responden menyatakan lebih tertarik membaca novel setelah menonton *trailer* dan mengunjungi *website*. Dengan demikian, kedua media ini dapat disimpulkan sebagai strategi promosi digital yang relevan, komunikatif, dan sesuai dengan preferensi pembaca modern, sekaligus efektif untuk memperkuat *branding* karya dan mendukung rencana pengembangan novel ke versi buku fisik.

Kata kunci: Cuplikan buku, grafik gerak, promosi digital, novel ringan, halaman arahan

**TITLE: BOOK TRAILER MAKING WITH MOTION GRAPHICS : A CASE
STUDY OF THE LIGHT NOVEL BEHIND THE RAIN**

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ABSTRACT

The development of visual media consumption in the younger generation has made conventional light novel promotion less effective. This condition can be seen in the light novel Dibalik Guyur Hujan which has a limited number of readers (views) on the WebNovel platform. The data on the number of views is used as an initial description of the conditions of digital distribution of works. This shows the need for visual promotional media that is more attractive and in accordance with current media consumption habits. This research aims to design visual promotional media outside the WebNovel platform in the form of motion graphics-based book trailers and interactive landing pages, to introduce works while supporting novel development to physical book versions. The methods used include observation, literature study, needs analysis, and data collection through questionnaires and interviews. The results of the research are in the form of two main media, namely motion graphics-based book trailers and interactive landing pages as a means of digital promotion. The results of the tests and evaluations show that book trailers and landing pages are effective in conveying the atmosphere of the story, increasing audience interest, and providing an immersive visual experience. The average effectiveness rate reached 80–85%, and 82% of respondents stated that they were more interested in reading novels after watching trailers and visiting websites. Thus, these two media can be concluded as digital promotion strategies that are relevant, communicative, and in accordance with the preferences of modern readers, as well as effective to strengthen the branding of the work and support the novel development plan to the physical book version.

Keywords: Book trailer, motion graphic, digital promotion, light novel, landing page