MOTION GRAPHIC AS PROMOTION MEDIA FOR BUS RAPID TRANSIT TRANS MUSI PALEMBANG

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Abstract: There was some traffic jam points which occurred in Palembang City up to the end of 2012. In order to solve this problem, Palembang City Government had provided public transportation facility which is very sufficient for Palembang City inhabitants in form of Bus Rapid Transit Trans Musi (BRT Trans Musi) Palembang equipped with safety and comfort facilities as well as on-time service. However, facilities provided by Bus Trans Musi had produced specific problem especially for outsiders that had lack of information in term of BRT Trans Musi. The objective of motion graphic BRT Trans Musi development as promotion media for public transportation in Palembang City was to attract community member attention to use public transportation and to solve difficulty in finding and directing the targeted corridor of BRT Trans Musi which appropriate with destination, especially for outsiders. This requires a solution in form of Motion Graphic Bus Rapid Transit Trans Musi. Method used for development of motion graphic was consisted of observation, interview and literatures study followed by analysis using 5W 1H method. The next steps were pre-production, production and post production which produced motion graphic with duration of 6 minutes and 30 seconds as well as supported by display in forms of illustration pictures, video, animation and audio which are easily understood by the targeted audiences.

Keywords: *Motion Graphic, Palembang, BRT Trans Musi*

1. INTRODUCTION

Transportation has important role to support development dynamics because according to Sugiyono (2012), transportation has function as catalyzator to support economic growth and regional development. Transportation system is basic element of infrastructure which affect city development pattern.

The economic growth of a city has several social phenomenon impacts and technical problems. The technical problems are consisted of traffic jam control, transportation facilities plan and difficult coordination amongst institutions. The increase of vehicle numbers coupled with low rate of street lane increment had results in high number of traffic jam in big cities.

One of the big city in Indonesia is Palembang City. According to Herdiansyah (2015), there was some traffic jam points had occurred in Palembang City up to the end of 2012. The inbalance condition between vehicle numbers growth of 20% per year and street lane growth of 5% per year had triggered condition of under capacity infrastructure. This discrepancy will be higher due to population growth with magnitude of 1.82 % (1,455,284 inhabitants in 2012), whereas provision of new street lane became more difficult due to lack of available space.

Palembang city has similar development rate as other big cities in Indonesia. One of this development facility is public transportation having adequate capacity for Palembang City inhabitants in form of Bus Rapid Transit Trans Musi (BRT Trans Musi) Palembang. BRT Trans Musi according to Ependi (2016) was managed by PT. Sarana Pembangunan Palembang Jaya (PT. SP2J) as *Badan Usaha Milik Daerah Kota Palembang*. BRT Trans Musi Palembang had conducted soft opening in 22 February 2010 and directly opened by Palembang Mayor during those period, i.e. Ir. Eddy Santana Putra, MT. The bus numbers owned by BRT Trans Musi up to 2012 was 120

units and these numbers would be added with 60 units so that total bus numbers was 180 units. These bus numbers will be planned to reach 275 units so that the distance between bus service is only require 10 minutes.

Facility for security, comfort and on time service were provided for BRT Trans Musi customers. The security provided by BRT Trans Musi was consisted of open/close door operation controlled by driver and all passangers of BRT Trans Musi will feel comfort because it is equipped with air conditioning system. In providing good service for customers, operator of BRT Trans Musi had managed on-time service for every 10-15 minutes at each departure terminal as well as at the existing bus stop.

Therefore, the development objective of motion graphic BRT Trans Musi as promotion media for public transportation in Palembang City was to attract community member attention to use public transportation and to solve difficulty in finding and directing the targeted corridor of BRT Trans Musi which appropriate with destination, especially for outsiders. Facilities provided by BRT Trans Musi actually had produced specific problems, especially for foreigner which had lack of information related to BRT Trans Musi. This requires a solution in form of Motion Graphic Bus Rapid Transit Trans Musi as promotion media for public transportation of Palembang city inhabitants.

2. THEORETICAL BACKGROUND

"Motion Graphic according to Sukarno (2014) is fractions of time based visual media which combine film and graphical design. This can be achieved by combining several elements such as 2D and 3D animations, video, film, tipography, illustration, photography and music". "The common use of motion graphic as described by Humaira (2015) is as title sequence (initial scene) of film or TV serial and logo movement at the end of advertisement". "The basic principles of Motion graphic according to Purwanti (2015) is combination of picture either in forms of photo, illustration or other forms of visual-based digital artistic with video (footage) within a design composition in combination with musical instrument".

Kusumaningsih (2010), animation is described as a technique to separate frame within film, followed by designing of animation in 2 dimension form. According to Rosyidah (2014), this animation figure is produced and edited in computer by using 2D Bitmap Graphic atau 2D Vector Graphic. Good design of character according to McCloud (2011) had 3 characteristics soul, specific feature related to body form, face and unique costum which are easily to be remembered and expressive attitude which consisted of speaking style and gesture or behaviour which appropriate with character.

3. THE RESEARCH METHOD

Production process of Motion Graphic BRT Trans Musi as promotion media for public transportation in Palembang City requires data compilation method. First, observation activity is conducted by direct involvement to location of research object. Surveillance would be conducted in the field by observing, listening and note taking all items related to research objects. Second, debriefing was conducted by using interview guidance which contain basic questions and further developed to the related parties which well informed of BRT Trans Musi Palembang. Third, literature review would be conducted by data compilation from books, papers, internet and relevant documents in term of the research in order to support development of motion graphic BRT Trans Musi Palembang as as promotion media for public transportation in Palembang City.

Design of this motion graphic was analyzed by using 5W+1H data analysis consisting of What, Where, When, Who, Why and How. The next steps were pre-production, production and post production

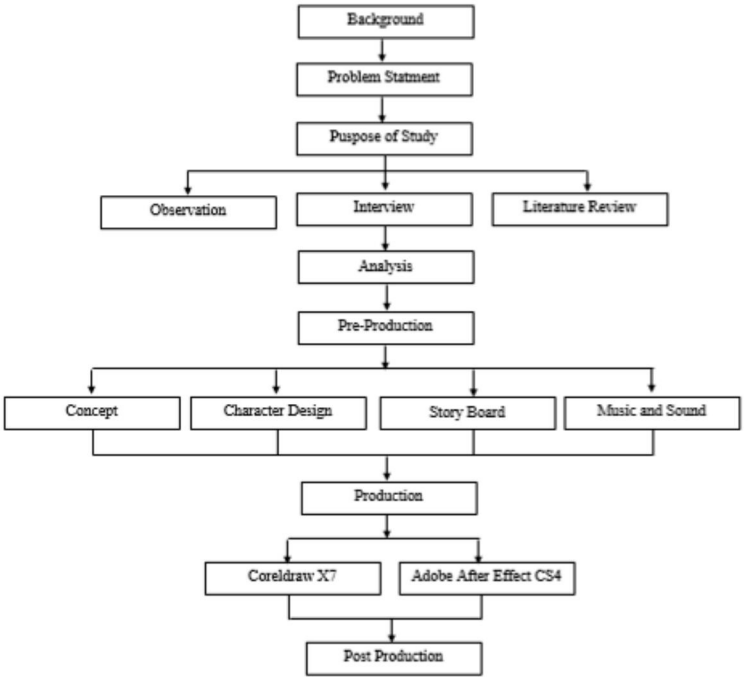

Figure 1 Flowchart

Source: personal documentation

4. RESULT AND DISCUSSION

Design of this motion graphic was analyzed by using 5W+1H data analysis consisting of What, Where, When, Who, Why and How. Description of analysis method used by the writer was as follow: Who, Target in development of BRT Trans Musi motion graphic as promotion media for public transportation in Palembang City is community members who live in this city. What, Object for development of BRT Trans Musi motion graphic as promotion media for public transportation in Palembang City is BRT Trans Musi itself. When, Development of BRT Trans Musi motion graphic as promotion media for public transportation in Palembang City was started from 30 June to 15 August 2016. Where, Development of BRT Trans Musi motion graphic as promotion media for public transportation in Palembang City will be published. Why, Development of BRT Trans Musi motion graphic as promotion media for public transportation in Palembang City was done in order to attract community member attention to use public transportation and to solve difficulty in finding and directing the targeted corridor of BRT Trans Musi which appropriate with destination, especially for outsiders. How, Development of BRT Trans Musi motion graphic as promotion media for public transportation in Palembang City was done as interesting as possible and communicative so that information can be delivered properly into the targeted audiences. Creative ideas are transfered into picture/illustration, video, animation and audio that can be understood by the targeted audiences.

Analysis stage was followed by production process of motion graphic BRT Trans Musi as promotion media for public transportation in Palembang City which consisted 3 stages covering of pre-production, production and post production. First, Pre-Production in Motion graphic development of BRT Trans Musi as promotion media for public transportation in Palembang City is consisted several steps as follows: Concept in Creativity is important in designing motion

graphic product so that product has estetis value. This was done by observing surrounding condition in order to find a new idea to develop motion graphic product. Element required in designing of motion graphic is Animation.

Good design of character had 3 characteristics. First, soul which is related to live histrory, live opinion and special dream which develop the personality. Personality of each character is very important to create a story that looks real because like human, character should have specific opinion which make more lively and detail story. Second, specific feature related to body form, face and unique costum which are easily to be remembered. Third, expressive attitude which consisted of speaking style and gesture or behaviour which appropriate with character. Production of motion graphic requires storyboard, music and sound in motion graphic production is very important because they will not only produce interesting visual display but also attract the audience's attention.

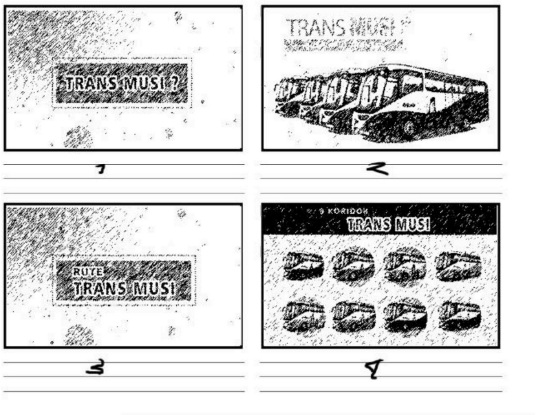

Figure 1 Storyboard

Source: personal documentation

Production stage is developed according to the main idea available at pre-roduction stage. First, hardware needed in this study was multimedia standard hardware having specification as follows: Prosesor Intel (R) Core (TM) i3 CPU M 330 @ 2.13 GHz, RAM 2 GB and Speaker. Second, the software used in this study was Coreldraw X7 and Adobe After Effect CS4.

This stage was development process of character design for each object according to previous concept. This stage was consisted of object production by using available tools on Coreldraw X7, object transformation and coloring. The object that had already been designed was then stored or exported in form of PNG (Portable Network Graphics).

Figure 2 The process of character design

Source: personal documentation

Software utilization of Adobe After Effect CS4 is continuation from design process by using Coreldraw X7. The stage of software utilization of Adobe After Effect CS4 in development of motion graphic was process to do pre-layout of all objects followed by motion change of object such as object rotation, object transformation, slow or fast movement of object and others. If all animation movement on object had been finished, then it should be supported by sound and music. These sound and music are important to produce dynamics effect or to support the motion graphic.

Figure 3 The process of motion graphic production

Source: personal documentation

The designed creation was then followed Post Production stage, i.e. Rendering. The rendering stage was consisted of final design process and motion graphic development in form of video output. Production of motion graphic of Bus Trans Musi as promotion media for public transportation in Palembang City used video format of AVI (Audio Video Interleaved) with duration 6 minutes and 30 seconds.

4.1 Frame 1

Display on frame 1 is explanation related to the meaning of Trans using black color and Musi using blue color and subsequently is terminated by question mark at the center of frame with background using blue color gradation.

Figure 4 Frame 1

Source: personal documentation

4.2 Frame 2

Display on frame 2 is located at upper left corner with writing of Trans Musi is Bus Rapid Transit System. Font of Trans had blue color whereas font of Musi and its background with writing of Bus Rapid Transit had green color. At lower part of Frame 2, there was picture display of Bus Trans with different colors and perspective layout of 4 buses was became gradually smaller resulting in good aesthetic.

Figure 5 Frame 2

Source: personal documentation

4.3 Frame 3

Display on frame 3 showed explanation of various service routes and the word Trans using black color and the word Musi using blue color and subsequently is terminated by question mark at the center of frame with background using blue color gradation.

Figure 6 Frame 3

Source: personal documentation

4.4 Frame 4

Display on frame 4 is available at upper frame written with 8 Koridor Trans Musi as the explanation of corridor numbers of Trans Musi. Icon of Trans Musi Bus is available at the center of frame with colors in each corridor such as red, green, grey, yellow, blue, dark red and dark green. Position of Trans Musi icon is constructed in harmony and balance condition such as shown in Figure 8 and Frame 4.

Figure 7 Frame 4

Source: personal documentation

5. CONCLUSION

It can be concluded that availability of Motion Graphic development of Bus Rapid Transit Trans Musi Palembang as promotion media for public transportation in Palembang City will attract community members attention related to Trans Musi Bus and its benefit for Palembang inhabitants and outsiders. This motion gaphic can be displayed in television, youtube, internet and other media.

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