

ABSTRACT

DESIGN MOTION GRAPHIC

EXPLAINER VIDEO DIGIEXPERT TELKOM INDONESIA

By:

Cecep Mochammad Amandoko

1601184286

Telkom Indonesia seeks digital transformation by creating an Expert Management System (EMS) named DigiExpert in the form of a website-based platform that serves for collaboration and Expert management. This Platform is still at the introduction stage and has not been able to adjust to the new market share because the number of New DigiExpert users is 1,320 users, mostly from Telkom Group. So, the problem discussed in this final project is how to introduce DigiExpert to new market share to increase awareness of DigiExpert. The purpose of this final project is to design an informative Motion Graphic Explainer Video to increase awareness of DigiExpert. The methods used are questionnaires, literature studies, comparison matrix, SWOT analysis, and interviews conducted both on DigiExpert internal and external parties. Based on the results of the study, it was found that the design of Motion Graphic Explainer Video with a rational approach is a relevant solution because it emphasizes the features and benefits of DigiExpert supported by a flat design visual approach that can represent various objects to a simple form so that it has high readability and usability to be able to introduce DigiExpert to the wider community well.

Keywords: *Digital Transformation, DigiExpert, Expert, Motion Graphic*