

# PERANCANGAN MEDIA PROMOSI BERBASIS VIDEO ANIMASI 3D DI REFREZ *CLOTHING*

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## ABSTRAK

Dalam rangka untuk mempromosikan dan menginformasikan Refrez *Clothing* yang berada di Bandung perlu adanya suatu media yang dapat digunakan sebagai sarana media promosi. Media tersebut berupa Animasi 3D untuk menarik minat calon konsumen. Oleh sebab itulah peneliti ingin membuat sebuah media animasi 3D menggunakan *software* Blender, Clo 3D, Maximo dan Adobe After Effect. Animasi tersebut berisi media grafis yaitu berupa video, pakaian, kain, benang, tulisan dan audio. *Software* Adobe After Effect digunakan untuk proses editing, cutting dan memasukan audio. Adapun tujuan peneliti ini adalah sebagai media promosi kepada seluruh lapisan masyarakat, khususnya masyarakat di Provinsi Jawa Barat dalam bentuk suatu tampilan animasi interaktif. Perancangan video animasi 3D ini menghasilkan sebuah media animasi yang mudah dipahami serta bermanfaat dalam rangka mempromosikan produk yang terdapat di Refrez *Clothing* kepada calon pembeli dan audiens.

**Kata kunci:** Media Promosi, Animasi 3D, Refrez

**DESIGN OF 3D ANIMATION-BASED PROMOTIONAL MEDIA FOR  
REFREZ CLOTHING**

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**ABSTRACT**

*To promote and inform the public about Refrez Clothing, located in Bandung, there is a need for a media platform that can serve as a promotional tool. This media takes the form of 3D animation designed to capture the interest of potential consumers. Therefore, the researcher aims to create a 3D animation using software such as Blender, Clo 3D, Maximo, and Adobe After Effects. This animation comprises graphic elements, including video, clothing, fabric, thread, text, and audio. Adobe After Effects software is utilized for editing, cutting, and audio integration. The primary objective of this research is to serve as a promotional medium for the entire community, particularly those residing in the West Java Province, in the form of an interactive animated presentation. The design of this 3D animation video results in a comprehensible and beneficial media tool for promoting products available at Refrez Clothing to potential buyers and audiences.*

*Keywords: promotional media, 3D animation, Refrez*