Conference Paper

The Design of Bali Island Tourism Animation As a Media for Promotion of Tourism

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Abstract

The tourist animation created for Bali Island is one of the promotional media used by the tourism sector. This animation presents information on various tourist attractions in Bali. In this case, it was supported by previous research by Niko Kurniawan with the theme of 3D Ergonomic patterns, and supported by Andy Pramono's article themed 3D Animation using keyframe parameters. This animation visualization process is based on the source of the video that was made before, namely Bali Island Infographics by Afif CR. The process of making this tourist animation includes 3 stages, namely pre-production, production and post-production. While the design model used is a descriptive procedural model, which outlines the steps that must be taken to produce the product. This design produces 2 characters and 8 3-dimensional properties along with a combination of 2-dimensional animation that is harmonized into an animated video unit with a duration of 3 minutes 20 seconds.

Keywords: animation, 3-dimension, tourism

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1. Introduction

As part of the archipelago, the island of Bali is one of the 27 provinces in Indonesia. A country with a land area reaching 2,000,000 km^2 with a series of islands stretching as far as 5,000 km^2 from Sumatra to Papua, coupled with an area of waters that reaches 5,000,000 km^2. Located between Java and Lombok, precisely at 8o southern latitudes, the island of Bali, which measures only 0.3% (around 140x80 km^2) of the entire land area of the Republic of Indonesia, is almost not visible on the archipelago map. But undeniably the name is far more famous than Indonesia, this particularity is due to Bali's reputation as a tourist paradise (Picard, 1992).

Tourism is an activity to travel with the aim of getting pleasure, seeking satisfaction, knowing something, improving health, enjoying sports or resting, fulfilling tasks, making pilgrimages, etc., is not an activity that has just been done by humans today. According to the broad definition of tourism is a journey from one place to another, is temporary, carried out individually or in groups, as an effort to find a balance or harmony and

happiness with the environment in the social, cultural, natural, and scientific dimensions (Spillane, 1991).

In the era of technology that emphasizes this technology, especially in the visualization of the digital era, the development of technology, especially computers and laptops, is very rapid and its use is also relatively long. The use of computers and laptops is also quite diverse, namely to facilitate work, communication, education, search for information and also to play games. Computers and laptops have become part of the lifestyle of today's society. Thus some parties take advantage of this situation to make a breakthrough in certain fields to make an advertising in the form of products or promotion of the area online, in order to better reach a wide audience to find out about it.

Concerns about Bali Island tourism have been discussed or used in various media, for example in the video "Infographic Island of Bali By Afif CR" uploaded by Blockade 17 on December 4, 2017 and the video "Bali Infographic" uploaded by Ferry Anugrah on March 24, 2017 in your YouTube channel. In the video presents information about the geographical area, the number of inhabitants, the tribes who inhabit the island of Bali, traditional clothing, heirlooms, Bali island tours, and tourist visit statistics. The video uses 2-dimensional animation techniques. Besides that after further observation, the advantages of the animated video use audio visual to inform it, so that the video can be enjoyed because it can remain focused in the image or explanation, as well as the character images from the video using flat colors or solid so that it has its own characteristics. This is because as explained by Pramono and Puspasari (2017) integrating words and images make information more quickly and accurately understood.While the lack of video animation is still using 2-dimensional animation techniques, because according to the times should begin to have the latest standards for animation techniques in the future, and also the application of effects in the animation is felt to be very lacking.

Therefore formed the desire to make 3-dimensional and 2-dimensional animation with the theme "The design of Bali Island tourism animation as a medium of tourism promotion". So that later this information can be known to a wide audience, and further increase the number of tourists visiting Indonesia. Through this animation it is expected that social media users are more familiar with the attractiveness of an area contained in it.

In making this 3-dimensional and 2-dimensional animation, starting from concept, design, modeling, texturing, rigging, animating, to rendering and editing. 3-dimensional animation is animation that has a depth of space on the object and is a development of 2D animation (Djalle, 2006). Whereas 2-dimensional animation only has length X-axis

and Y-axis (Ulfah, 2016). The first step used in creating this animation is the concept, which is the stage where designing a story, character, and storyboard. In this stage using paper, pens and some use digital media directly as a sketch. After the concept is finished, then proceed to the next stage, which is the first is design and modeling, in this stage there is the making of a character and property that had been flat because only on paper which then has depth, after the modeling phase is over, the texturing, texturing stage is the stage where giving color to a character or property so that it will appear more real. After that enter the stage of rigging, which is the stage wherein giving bones or bone so that the character is ready to be moved and starting the animating process. Animating is the stage where the character and property are also moved. After the animating process, the next stage is rendering stage. I makes the image or video file that comes from the 3-dimensional and 2-dimensional files, making it easier to edit again. The editing stage is the stage where all image or video files are put together and synchronized and the audio is added.

2. Methods

The design of this animated video follows 3 elements of procedural operational standards namely pre production, production, and post production.

2.1. PRE PRODUCTION

In this stage, planning and collecting data obtained from 2 sources, namely books and the internet.

2.2. PRODUCION

The production phase is the process of processing all materials that have been obtained in the pre-production process.

2.3. POST PRODUCTION

In the post-production stages, the steps taken are to prepare and arrange scenes that have been rendered and then put together, and given backsounds and sound effects.

3. Concept

Creating the concept of characters, properties, visual images and understanding the animation itself requires a reference so that the data to be animated is accurate, including an article about 3D animation notation written by Andy Pramono, describing the animation system of keyframe parameters. Keyframe parameter animation itself is an animation based on the principle of a unity that is marked by parameters. The animator creates keyframes by setting parameters that are timed, parameters are interpolated and the final image can finally be presented directly according to the parameters entered. (Hudak, 1996: 160). In addition, data collection is also very functional for this animated visual image to make it more interesting and easy to understand, so the writer refers to Niko Kurniawan's final project design which discusses about 3D modeling and also the procedure for 3D animating. Coupled with observing 2 books and papers and 2 videos from the internet, the following are examples of articles and papers from the internet namely "Excellence of Bali as a mainstay tourist destination" written by Lili Somantri, and "Bali cultural tourism and cultural tourism" written by Michel Picard. As well as from a video titled "Infographic Island of Bali" uploaded by Blockade 17, then a video titled "Bali Infographic" uploaded by Ferry Anugrah. From various reference sources, they will be grouped into several parts, namely the core reference of the story to be conveyed, the character design and property design along with the video animation therein.

4. Attainments

This design produces 2 3-dimensional characters, 8 supporting properties, and an animated video titled "Destination to Bali" that has been uploaded on "Youtube" with a video duration of 3 minutes 20 seconds. Following are screenshots of the final asset modeling results.

The reference for Bob's character is the Dhul character reference from the Upin & Ipin animated series. For the body model to be used, which is the height that is the same age as a child but accompanied by an adult face, this method has been used in various animations to attract the attention of all people and all ages.

References to the character Aji still use references from the Upin & Ipin animated series with a character named Ijat, for the second character reflects tourists who are on vacation also on the coast of Bali Island.

The following are attached images of properties that are used in animated videos.
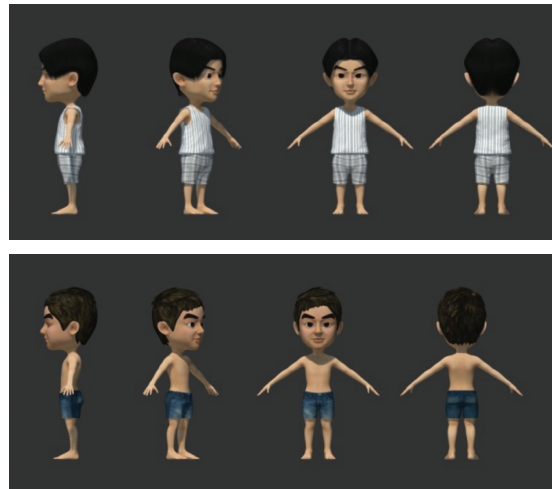
Figure 1: The final result of the 3D character model; Boby (top) and Aji (bottom).

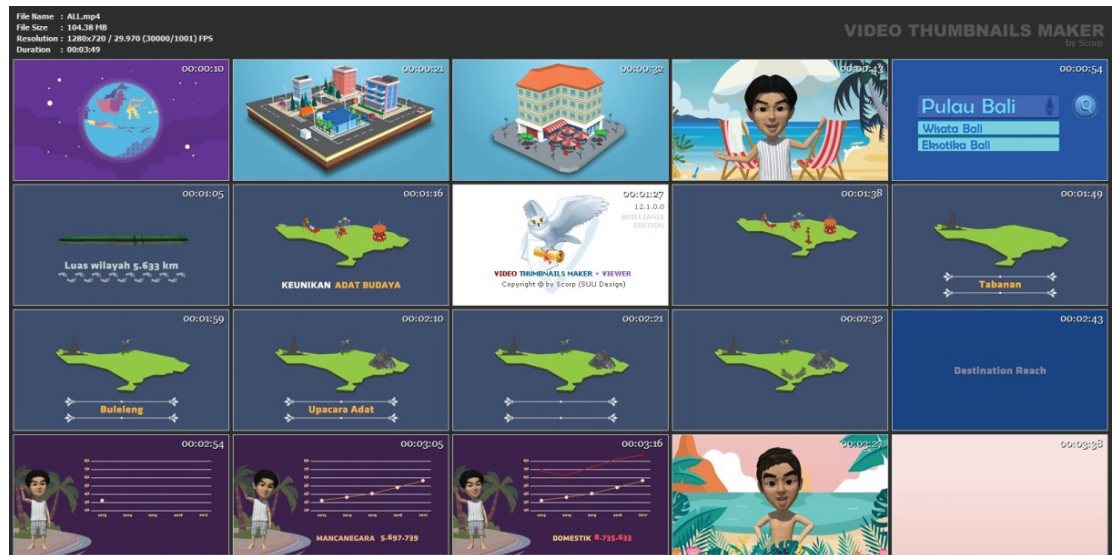**Figure** 2: The final result of the property 3D model video animation.

Figure 3: Thumbnail of the entire animated video.

5. Conclusions

Based on the making of the animation entitled "Bali Island tourism animation design as a medium of tourism promotion". The designer wants to give information about a few things about the area of the island of Bali and provide advice that the island of Bali is the right destination for tourists who hunt for destinations.

In the process of making this animation starts from pre-production to post-production. Pre-production starts from searching the data, then the data is analyzed to be made into a story then made storyboards, character designs, property designs and sound designs. Production starts from 3D and 2D modeling then selfgging and texturing to be ready animated, then rendered and edited to be combined with sound. The post-production stage is the stage where the ready-made animations are published on social media such as 'Youtube' and 'Blog'. It can be concluded that Vray Rendering in 3DSMax really helps the final process of rendering this animation, because it functions as a good color producer, so the color of characters and properties produced is more suitable and dominant. Knowledge of the concepts and designs used in this animation is also quite important, so that the message can be conveyed well to the audience.

This design produces an animation titled "Destination to Bali" which has been uploaded on "Youtube" with an animation duration of 3 minutes 20 seconds.

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