

ABSTRACT

PT Tabel Data Informatika requires a digital promotional medium that can present their product information in a concise yet engaging manner. One of the products developed by the company is HiTeman, a software testing management application. Previously, product information was conveyed using static presentation tools such as PowerPoint and flowcharts, which were considered less effective in reaching a broader audience. Therefore, a motion graphic-based product demo video was designed as a visual solution to communicate product information in a more dynamic and structured format. The video development followed the Multimedia Development Life Cycle (MDLC), which includes 6 stages of concept, design, material collecting, assembly, testing, and distribution. The production process was supported by software tools such as Adobe Illustrator, Adobe After Effects, and Adobe Premiere Pro. The video was evaluated through interviews with three internal company stakeholders: the Product Owner, Marketing Lead, and the Director of Operations. The results showed that the video met the company's expectations in terms of visual quality, narration clarity, duration, and content relevance. Consequently, the video was deemed suitable for use as a visual communication tool and internal promotional media.

Keywords: Video Demo, Motion Graphic, Promotion, PT Tabel Data Informatika