

## BAB 5

### PENUTUP

#### 5.1. Kesimpulan

Berdasarkan proses perancangan menggunakan metodologi menjelaskan tahapan pembuatan iklan animasi lofi toyota merupakan penggabungan ide kreatif yang berangkat dari data konsumen Toyota produk yaris GR dan supra yakni masyarakat kelas A. sehingga visual animasi yang disajikan lebih pada visual yang menjurus dengan target audience, baik karakter yang divisualkan, environment juga musik yang disajikan. Demi menjawab kebutuhan industri dan kebaruan animasi dalam periklanan perancangan ini juga menghasilkan perancangan animasi berbentuk Hybrid yakni penggunaan animasi 2D dan 3D secara berdampingan. Oleh karena Toyota merupakan perusahaan multinasional. Pemilihan kota-kota yang *iconic* sebagai identitas dari toyota Indonesia juga dimunculkan sebagai pengenalan budaya dalam tema iklan lintas generasi yang dituju ini. Sehingga melalui platform global yakni Youtube di internet Toyota Indonesia memiliki cirinya sendiri. Dengan memadukan tema lintas generasi, budaya, kebaruan teknis animasi, dan juga tujuan dari toyota itu sendiri.

Adapun dari perancangan ini juga diperoleh beberapa hambatan dalam prosesnya, yakni penyesuaian terhadap visual yang diinginkan dari Toyota sendiri dan juga bagaimana cara mengintegrasikannya bersamaan dengan selera *audience* yang dituju. Menyatukan konsep animasi bergaya manga japan dan juga kesan retro dari *value* produk lawasnya tersebut merupakan tantangan besar dalam perancangan ini. Sehingga jalan keluar yang dipilih yakni dengan menggunakan studi kasus dan juga karya terdahulu sebagai referensi.

Dari hasil perancangan dalam karya ini diperoleh kesimpulan bahwa CA yang di rancang telah mampu dijadikan sebuah acuan visual dari ide yang dimasak. Dan dalam pembuatan sebuah CA memerlukan proses pematangan ide dari berbagai macam referensi. Melalui iklan Toyota yang dijadikan media penerapan concept art pra produksi ini, CA di implementasikan dalam proyek yang berjudul *Lo-fi*, kesimpulan yang terakhir yaitu *Lofi* dapat dijadikan media yang efektif digunakan dalam mengiklankan produk toyota secara soft selling.

## 5.2. Saran

### 5.2.1. Saran Untuk Subjek Perancangan

Media promosi yang dilakukan Toyota sudah cukup efektif Dalam mengenalkan kedua produk barunya melalui media animasi Lo-fi. Dengan ini diharapkan melalui animasi *Lo-fi*, Audience dapat memperhatikan dengan seksama detail produk terlebih dahulu. Media Lo-fi animasi diharapkan berguna baik secara visual dan yang disuguhkan.

### 5.2.2. Saran Untuk Perancang selanjutnya

Dalam perancangan CA perancan perlu berangkat dari ide dan referensi visual sebagai rujukan visual. CA yang dirancang adalah proses yang sudah matang untuk dijadikan sebuah acuan produksi animasi Lo-fi. Pembuatan CA tentunya merupakan proses pematangan ide dalam *timeline* pra-produksi yang sangat singkat. Sehingga perlulah proses penvisualan Ide yang cepat untuk mempertimbangkan proses-proses yang akan dilanjutkan. Baik revisi ide visual maupun proses produksi. CA merupakan acuan produksi animasi. Sehingga pembuatannya perlu se efisien dan seefektif mungkin. Untuk memenuhi kebutuhan client.

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