Visual Communication in Opening Bumper Break Motion Graphic Design (Case Study at the International Conference on Safe Communities Event at Mahardhika Creative)

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Abstract: This research discusses the visual communication involved in the International Conference on Safe Communities event at Mahardhika Creative. The problem raised in this research is how to visual communication in the Motion Graphic Opening Bumper Break (OBB) at the International Conference on Safe Communities at Mahardhika Creative. This research was conducted to find out more about the relationship and role of visual communication in the design of opening bumper break Motion Graphic. This research was conducted using a qualitative approach method. By using this approach, we are able to describe and describe the phenomena that occurred among Mahardhika Creative employees at the International Conference on Safe Communities event. This research was conducted in February 2025. Data collection was carried out by observation and interviews with informants who met the requirements for this research. The results that will be obtained in this research are the event background, the function of Motion Graphic and the opening bumper break in an event.

Keywords: Visual Communication, Motion Graphic, Opening Bumper Break, Mahardhika Creative

Introduction

The development of science, technology and the Internet has had a major impact on this world. The progress and development of technology goes hand in hand with the progress of science, causing technology to become one of the things that are in line and cannot be avoided in this world. Technology is actually a tool that supports human capabilities. Currently, technology is a force that truly fascinates human behavior and lifestyle.

In the era of increasingly rapid digital technology, the media and entertainment industry has undergone major changes. Visual content currently dominates various platforms, including television, social media, and streaming platforms.

The use of motion graphics is mainly seen in works in the form of print advertisements, illustrations, instructional videos, art videos, and others. Initially, the use of motion graphics was focused on businesses and agencies that used motion graphics as a public advertising tool for both their companies or agencies. However, along with advances in technology, motion graphics began to dominate the world of broadcasting and advertising. This happens

because the use of moving elements on objects creates a bold effect, helping the eye focus on moving objects or text. This allows the audience to accurately convey the information they want to convey in the video. The use of moving characters in a motion graphic video will make the audience have an attraction so that they pay more attention to the video content. According to McKinlay (2019), the use of motion graphics can influence the way the audience understands and reacts to information because it can provide a more interactive visual experience than static images.

One of the visual elements that is increasingly getting attention in the digital world is motion graphics. Motion graphics is a discipline that studies the movement of digital objects that include shapes, text, videos, and images with rotation techniques, enlarging or reducing objects, and involving music (Crook & Beare, 2015). Motion graphics, a combination of graphics and animation, play an important role in communicating visual and dynamic messages. The science of motion graphics began with graphic design and has since evolved from a design that is only a still image to a moving image design. This development is based on the interest of the audience and illustration lovers who are interested in or have a sense of attraction to dynamic works. This is due to the fact that moving images and videos are able to attract the interest of the audience and keep their attention on the work, when compared to static and less attractive works. Thus, a new field of illustrators or illustration creators was born, namely motion graphic artists or motion graphic creators.

International Conference on Safe Communities is one of the events managed by Mahardhika Creative. The International Conference on Safe Communities is an international conference that focuses on community and society safety issues globally. This event is usually attended by academics, professionals, policy makers, and representatives of organizations from various countries who are concerned about public safety. The ICSC event managed by Mahardhika Creative is one example of an event that uses motion graphics in its visual presentation in the opening bumper break design. In this case, the creation of motion graphics on the opening bumper break plays an important role in creating the image of the event, conveying the main objectives of the program and increasing the interest of the program to the audience. In the form of an opening bumper break, these elements must be selected and arranged in order to convey the message effectively. The selection of the right visual elements can influence the audience's interpretation of a visual message, especially in the context of fast-paced and competitive digital media.

Methodology
Type of Research

The approach used in this study is qualitative. Qualitative research is a method that focuses attention on phenomena or events that occur naturally.

In this study, researchers were directly involved in the field by conducting observations, carefully recording events that occurred at the location, conducting reflective analysis of various documents obtained on site, and documenting the research results in detail.

Research Location and Time

This research is entitled "Visual Communication in Motion Graphic Design Opening Bumper Break in Case Study of International Conference on Safe Communities Event at Mahardhika Creative" which is located at PT. Mahardhika Event Creative, Harapan Jaya, Sukarame District, Bandar Lampung City. The research time was in February 2025. The distance from Bandar Lampung University to the research location is 7.6 km with an estimated time of 12 minutes.

Data Collection Methode

The method of collecting information in this study is by utilizing observation and interview techniques.
a. Interview

Interview is a verbal communication method that can be considered as a way to interact in order to obtain information. This method is also one of the ways of collecting data where researchers and respondents are involved in a question and answer session.
b. Observation

Observation is a data collection technique that is carried out in a structured and systematic manner, where researchers observe and record the events being studied. This method provides researchers with the opportunity to access the right information and gain a better understanding of the existing social context.

Data Validity

In this study, the researcher applied data validity testing through triangulation, namely by examining the truth of certain information using various methods and sources to obtain data from various sources. By considering various perspectives, it is expected that if there is doubt about the accuracy of the data, the results obtained will be closer to the truth.

Data Analysis

In this study, data is processed and analyzed using data reduction, data presentation, and conclusion drawing methods.
a. Data reduction

After primary and secondary data are collected, the next step is to sort the data, create themes, categorize, focus data according to their fields, discard, organize data in a way and make summaries in analysis units, after that the data is checked again and grouped according to the problem being studied. After being reduced, the data that is in accordance with the research objectives is then described in the form of sentences so that a complete picture of the research problem is obtained.
b. Data display (data presentation)

At this analysis stage, the method used is to present information in the form of a narrative compiled by a researcher, describing the results of data findings in the form of sentence diagrams, and the relationships between categories that have been arranged and systematic.

c. Conclusion drawing

Although in data reduction the conclusion has been described, it is not fixed, there is still the possibility of obtaining additional data that will be drawing conclusions based on the information obtained

Result and Discussion

The results of this study were obtained by the researcher from going directly to the research location. Starting from the results of observations, the results of interviews conducted by the researcher with informants who fit the category for this study and through documentation related to the phenomenon that the researcher is currently studying, namely visual communication in the design of motion graphic opening bumper break. The results of the three methods are described by the author by describing the results of observations in the form of text and the results of interviews which are also written in the form of text. Responses from key informants showed appreciation for the organization of the International Conference on Safe Communities by Mahardhika Creative. This conference is seen as an important forum because it discusses community safety issues, a topic that is often less in the spotlight, even though it is very important in social life. Through the organization of an international conference, Mahardhika Creative is considered capable of presenting a meaningful discussion space and making a real contribution to increasing public awareness of the importance of creating a safe community. Mahardhika Creative as the organizer. It was stated that they successfully held a forum that discussed community safety issues in depth. This shows that the conference is not only ceremonial, but really focuses on important content and substance.

The in-depth approach in discussing safety issues makes this event more meaningful for participants and the community in general. Appreciating the role of Mahardhika Creative as an organizer. Their contribution in facilitating global discussions on community safety positions this organization as a strategic actor in sustainable social development. Academically, this shows that the private sector can also play an active role in building a safe social ecosystem through organizing scientific and collaborative forums that have a broad impact. The educational value and benefits of this event show that this conference is not only a place to introduce topics, but also serves as a platform for participants to deepen their knowledge of community safety issues. By presenting diverse perspectives from various countries, this event provides an opportunity to learn directly from experts and practitioners who are experienced in their fields. This provides a more comprehensive experience, leading to a deeper and more applicable understanding of solutions to social challenges faced by the global community.

At the International Conference on Safe Communities, motion graphics can be used in various aspects of the conference, from presentations to explanations of safety policies being discussed. For example, when discussing traffic accident statistics or community safety data, motion graphics can provide a clearer and more engaging picture than just numbers on a screen. Using animation to show trends or changes over time can also provide deeper context

for attendees, making it easier for them to see the impact of proposed safety initiatives. Motion graphics at conferences provide a modern and professional feel that captures the attention of the audience, especially during workshop sessions. It can also be an effective way to visualize case studies, showcase solutions implemented in different countries, and demonstrate the results that can be achieved when safety policies are implemented correctly. With vibrant visual elements, the audience can feel more connected and engaged, enhancing the overall conference experience. The use of animation in conveying messages or information.

Animation not only functions as a decorative element, but also has an important role in explaining difficult-to-understand concepts. When information is presented in visual form, participants can more easily understand and remember the ideas presented. In the context of the event, animation becomes a very useful tool for simplifying complex information, making it more digestible for a diverse audience. More interactive delivery through animation. By providing a visualization of the concept or information being discussed, animation allows participants to clearly see how an idea or process works. This reduces confusion that might arise if only relying on text or verbal speech. This visual element facilitates faster and deeper understanding, because the audience can see the information being conveyed in a more concrete and understandable form. In addition, motion graphics provide a visual impact that can trigger curiosity and interest in the participants towards the material to be presented. Compared to delivering information only through text or speakers, animations that depict data, trends, or stories through visual elements make the message easier to accept. In this case, participants who were previously less interested in the initial topic become more involved because the animation connects them emotionally and intellectually with the topic being discussed. The use of these visual elements also creates a more modern and professional feel, which in turn can strengthen the credibility of the event.

The motive for the audience's interest in the International Conference on Safe Communities is the need to gain in-depth understanding and real solutions to the increasingly complex issues of community safety in the modern era. The audience is attracted because the conference offers direct access to global experts, the latest research results, and technological innovations that can be practically applied in their respective environments. In addition, the International Conference on Safe Communities provides a collaborative platform that encourages the exchange of ideas across disciplines and countries, so that participants feel that the event is relevant, useful, and provides concrete opportunities to bring about positive change in the community.

In addition to relevance, participants also emphasized the importance of collaboration in addressing safety issues. The phrase "we must handle it together" shows that community safety is not just the responsibility of one party, but the result of cooperation between the community, government, and various stakeholders. This conference is a strategic space to build collective awareness and strengthen synergy between sectors, so that the resulting solutions are truly sustainable and have a broad impact. This kind of motivation also shows that participants are not only present as spectators, but also as part of the change. They come with the hope of bringing home new knowledge, inspiration, and strategies to be applied in

their respective communities. This conference is not just a discussion forum, but a place where a shared commitment to creating a safer, more inclusive, and more resilient environment to various risks is born.

Conclusion

The conclusion shows that the use of appropriate visual communication in the opening bumper break not only functions as a visual decoration, but also as an effective message delivery medium. Carefully designed animations have been proven to be able to convey important information about the event in a concise but interesting way. This helps the audience to understand the context of the event and its main purpose without having to go through a long and verbal explanation. The results of interviews with several informants stated that the visual appearance in the opening bumper break was considered "interesting", "relevant", and "in accordance with expectations". This proves that a strong and focused design can create a positive impression from the start of the event. Designs developed based on visual communication and cinematography theories have been proven to improve the overall audience experience.

Thus, it can be concluded that visual communication through motion graphic design on the opening bumper break is an important element that supports the success of an event. The strategic role of this visual design lies in its ability to convey messages quickly, clearly, and impressively, while building emotional engagement of the audience towards the event.

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