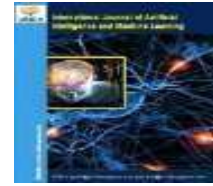




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Research Paper

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Design and Development of Motion Graphic Animation Videos as Digital Promotional Media for Salted Egg Products

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Abstract

The development of digital technology and social media has changed marketing communication patterns in various business sectors, including micro, small, and medium enterprises (MSMEs). Social media enables rapid, widespread, and interactive information sharing, making it an effective tool for product promotion. However, most MSMEs still use conventional promotional methods that are less visually appealing and less able to reach consumers in the digital realm. One approach to increase the effectiveness of digital promotion is using animated motion graphic videos. Motion graphics combine visual elements, typography, illustrations, and audio to convey messages dynamically and engagingly. This study aims to design animated motion graphic videos as a promotional medium for salted egg products on social media. The research uses the Research and Development (R&D) method with the Multimedia Development Method (MDM) approach, including the stages of concept, design, material collection, assembly, testing, and distribution. The researchers obtained data through observation, interviews with salted egg business owners, and questionnaires distributed to social media users. The results show that animated motion graphic videos present product information more attractively and communicatively than conventional promotional media. Respondent evaluations showed that 85% of respondents found the promotional video engaging, 80% said the information was easy to understand, and 78% expressed interest in trying the product after watching it. The results show that motion graphics can be an effective digital promotional strategy for MSMEs to increase product appeal and expand marketing reach through social media.

Keywords: motion graphics, multimedia animation, digital promotional media, salted eggs, social media

Introduction

Digital transformation has significantly changed marketing communication strategies. The rapid development of internet technology and the growing penetration of social media have encouraged companies and businesses to adapt their promotional strategies to reach consumers more effectively. Social media now functions not only as a means of communication but also as a marketing platform that enables real-time, two-way interactions between producers and consumers (Kurniawan & Hidayat, 2021; Alfian et al, 2025). This makes social media a primary channel for building long-term customer relationships and increasing brand loyalty. Along with these developments, people's information consumption patterns have also changed. Audiences tend to be more attracted to visual and interactive content than conventional text. Visual content such as videos, animations, and infographics is more effective at capturing attention because it conveys messages quickly, engagingly, and in an easily understood way (Sari & Putra, 2020; Mardiah et al., 2024). Furthermore, dynamic visual content can increase information retention and strengthen audience memorization of the message.

One increasingly popular form of visual content in digital marketing is motion graphics. Motion graphics are an animation technique that combines elements of graphic design, typography, illustration, and audio into a dynamic visual whole. Using motion graphics in marketing enables more creative, communicative, and persuasive message delivery (Pratama et al., 2022). By combining visual and audio elements, motion graphics can create a more engaging communication experience than static promotional media. Previous research shows that motion graphics in digital marketing strategies can significantly increase audience engagement. Animation-based content not only attracts attention but also encourages audience interaction, such as commenting, liking, and sharing the content (Rahmawati & Nugroho, 2021). Furthermore, visual storytelling packaged through motion graphics has also proven effective in building emotional bonds between brands and consumers, thereby increasing customer trust and loyalty.

On the other hand, motion graphics also drive increased reach and engagement on social media. A study by Wijaya and Santoso (2023) showed that motion graphic-based promotional content outperformed static image content in views, interactions, and conversions. This demonstrates that motion graphics have great potential as an effective digital promotional medium in the modern era. However, not all businesses can use digital technology effectively. Micro, Small, and Medium Enterprises (MSMEs) still face various obstacles, such as limited technological knowledge, human resources, and access to digital promotional media (Utami et al., 2022; Haryanto et al, 2025). As a result, many MSMEs still rely on conventional promotional methods, such as direct sales, brochures, and word of mouth.

One example of an MSME product with significant market potential is salted eggs. Salted eggs are a traditional food product made from duck eggs preserved through salting. This product has a distinctive taste and is widely sought after as a side dish or regional souvenir (Handayani & Setiawan, 2020). However, the marketing strategy for salted egg products remains relatively simple and does not use digital technology optimally. This limitation in promotional strategies has limited salted egg market reach. However, with the right use of digital media, this product has significant potential to reach a wider market, both nationally and internationally. Therefore, innovation in promotional media is needed to increase product appeal and expand marketing reach.

One potential solution is the use of motion graphic-based animated videos as a digital promotional medium. Motion graphics can convey information about the product, manufacturing process, advantages, and traditional values inherent in salted egg products in a more engaging way. Furthermore, dynamic visualizations can help enhance consumer understanding and create a more memorable experience. Therefore, using motion graphics as a promotional medium is not only a marketing innovation but also a strategic step to increase the competitiveness of MSME products in the digital era. This study is therefore crucial for assessing the effectiveness of motion graphics in enhancing the appeal and marketing performance of salted egg products on social media.

This research adds novelty to digital marketing strategy development, particularly in the salted egg Micro, Small, and Medium Enterprises (MSMEs) sector, by integrating motion graphics as a promotional medium for traditional food products, namely salted eggs. Unlike previous research, which generally examines visual content broadly or is limited to descriptive social media analysis, this study specifically examines motion graphics as a structured marketing communication medium based on visual storytelling to increase the appeal of local products.

The main novelty of this research lies in several aspects. First, this study combines a visual communication design approach with a digital marketing strategy in the context of traditional MSMEs, a combination rarely explored in depth. Second, this study not only assesses the effectiveness of motion graphics in terms of audience engagement but also links it to increasing consumer understanding of product value, production processes, and the competitive advantages of salted egg products. Third, this study presents a motion graphic implementation model that MSMEs with limited resources can apply and replicate, making a significant practical contribution. Fourth, by focusing on salted egg products as a representation of local products, the research offers a new perspective on using digital technology to preserve and commercialize traditional products in the era of digital transformation. Thus, this study not only contributes to the development of visual content-based digital marketing studies but also offers a practical solution for MSMEs to increase competitiveness through creative, effective, technology-based promotional media.

The research problem is how to design a motion graphic animation video that conveys information about salted egg products in an attractive, communicative manner and in accordance with the characteristics of social media audiences. It also examines the extent to which motion graphics, as a promotional medium, can increase content appeal and audience engagement through digital interactions. Another important issue is how motion graphic-based promotional media influences consumer understanding and perception of the quality, superiority, and value of salted egg products. Therefore, this research focuses on designing and evaluating the effectiveness of motion graphics as an innovative solution to improve the promotional performance of MSME products on social media.

This research aims to design a motion graphics animation video as a creative and communicative promotional medium for salted egg products, so it can convey product information in an interesting and easily understood way. The results include the promotional video concept, storyboard, visual design, animation implementation, and evaluation of the promotional media.

Literature Review

Motion graphics are a form of visual communication that combines elements of graphic design and animation to convey messages dynamically. In visual communication design, motion graphics are an effective medium because they integrate text, illustration, color, sound, and movement into a harmonious whole. According to Betancourt (2013), motion graphics are a form of time-based media that combines graphic design and

animation to create a communicative and aesthetic visual experience. The development of motion graphics is inseparable from advances in digital technology, particularly in multimedia and computer animation. As digital media use grows, motion graphics are widely used in advertising, education, film, and digital marketing. Jon Krasner (2013) states that motion graphics can convey complex information in a simpler, easier-to-understand way through attractive visualizations.

In digital marketing, motion graphics effectively increase the appeal of promotional content. Animated video content has been shown to capture audience attention more effectively than static media such as text or images. Research supports this, showing that dynamic visual content has higher information retention and can increase user engagement on social media (Pratama et al., 2022). Thus, motion graphics function not only as a medium for conveying information but also as a tool for building emotional connections with audiences. Furthermore, motion graphics also play a crucial role in building visual storytelling. Storytelling in motion graphics allows for a more structured and persuasive message delivery, thereby increasing audience understanding and interest in a product or service. According to Alina Wheeler (2017), strong visual communication through storytelling can strengthen brand identity and increase consumer loyalty.

Another advantage of motion graphics is their flexibility across various digital platforms, particularly social media. Platforms like Instagram, TikTok, and YouTube strongly support distributing animated video content. This allows businesses to reach a wider audience more efficiently than conventional media. Research by Rahmawati and Nugroho (2021) shows that motion graphics on social media can significantly increase engagement rates, such as views, comments, and content shares. Implementing motion graphics involves several key stages: pre-production, production, and post-production. The pre-production stage includes concept planning, script writing (*script*), and storyboarding. The production stage includes graphic design and animation, while the post-production stage involves editing, adding audio, and rendering the final video. Each stage plays a crucial role in producing high-quality motion graphics that meet communication goals (Krasner, 2013).

Furthermore, motion graphics have strong potential to support MSME marketing, particularly by introducing local products to a wider market. With attractive visualizations, MSMEs can convey product advantages, production processes, and cultural values more effectively. This is especially relevant in the digital era, where market competition is increasingly fierce and requires more innovative promotional strategies. Therefore, motion graphics are an effective, flexible, and innovative visual communication medium for conveying marketing messages. Using motion graphics on social media not only increases content appeal but also strengthens interactions between producers and consumers. Therefore, motion graphics are a strategic solution to support digital marketing success, especially for MSMEs. Social media is one of the most effective platforms for distributing visual content. In digital marketing, motion graphics have become a popular content format because they convey information quickly and capture audience attention. Research shows that motion graphics in social media advertising can increase audience engagement and strengthen brand storytelling. Furthermore, motion graphics can increase the effectiveness of visual communication because the combination of animation, sound, and typography can clarify the message for the audience.

Promotion is an important element of the marketing mix that informs, persuades, and reminds consumers about a product or service. In the context of Micro, Small, and Medium Enterprises (MSMEs), promotional activities play a strategic role in increasing competitiveness and expanding market reach. According to Philip Kotler and Kevin Lane Keller (2016), promotion is a marketing communication activity that conveys product value to consumers and builds sustainable relationships. MSMEs, a sector that contributes significantly to the national economy, often face limited financial and marketing resources. As a result, many MSMEs still rely on conventional promotional methods, such as direct sales, brochures, and word of mouth. According to research by Suryani and Hendryadi (2015), conventional promotional strategies tend to have limited reach and are less effective in reaching a wider market, especially in the digital era.

With the development of information technology, MSME product promotion has begun shifting to digital platforms. Digital marketing has become a relevant solution because it can provide wider access at a relatively affordable cost. Social media such as Instagram, Facebook, and TikTok have become primary means of promoting MSME products. According to Tjiptono (2019), digital marketing enables two-way interaction between producers and consumers, thereby increasing customer trust and loyalty. Digital promotion also gives MSMEs opportunities to build brand awareness more effectively. Engaging and relevant promotional content can increase consumer attention and drive purchasing decisions. Research by Hidayat et al. (2021) shows that using social media to promote MSME products significantly increases sales and *brand awareness*. This shows that digital transformation in marketing is unavoidable.

In practice, the effectiveness of MSME product promotion depends heavily on the type of content used. Visual content such as images, videos, and animations has proven more effective in attracting audience attention than text-based content. According to research by Saputra and Pramono (2020), visual content in digital promotions

can increase consumer engagement, as shown through interactions such as likes, comments, and shares. Therefore, selecting a content strategy is a key factor in the success of MSME product promotion. Furthermore, MSME product promotion aims not only to increase sales but also to build brand image. A positive brand image will influence consumer perceptions of product quality and value. According to Keller (2013), a strong brand image can increase consumer trust and create long-term loyalty. In this regard, consistency in delivering promotional messages is crucial to establishing a strong brand identity in consumers' minds.

However, MSMEs face several challenges in conducting digital promotions, such as limited digital literacy, lack of creativity in content creation, and a limited understanding of effective marketing strategies. Research by Utami et al. (2022) shows that many MSMEs have not been able to optimize digital media effectively because of limited technological knowledge and skills. Therefore, MSMEs need innovative promotional strategies that are easy to implement, effective, and suited to their characteristics. One approach is using dynamic visual content, such as animated videos and motion graphics, to convey messages in a more engaging and communicative way. By utilizing this technology, MSMEs can increase product appeal while expanding market reach. Furthermore, creative and innovative promotional strategies can also help MSMEs face increasingly fierce market competition in the digital era. Thus, MSME product promotion is a key factor in business success, especially in increasing product visibility and competitiveness. Utilizing digital technology, particularly social media and visual content, is an effective strategy to overcome the limitations faced by MSMEs. Therefore, developing adaptive and innovative promotional strategies is essential to support MSME growth and sustainability in the era of digital transformation.

Research Methods

This study uses the Research and Development (R&D) method as the primary approach to developing motion graphic-based promotional media. The R&D method was chosen because it focuses not only on testing theory but also on producing a tangible product that can be used directly and tested for effectiveness. In this research, the developed product is a motion graphic animation video as a promotional medium for salted eggs on social media.

In general, R&D is a research method used to develop a specific product and test its feasibility and effectiveness before widespread use. This process is carried out systematically and iteratively, allowing the resulting product to be continuously refined based on evaluation results and user feedback. Therefore, this method is highly relevant for research aimed at producing innovative learning media and promotional media based on digital technology.

Stages of media development using the Multimedia Development Method (MDM):

1. Concept

The concept stage is the initial stage, focusing on determining the objectives and direction of media development. In this research, the concept aimed to produce a motion graphic animation video as an effective promotional medium for salted egg products on social media. Researchers identified target audiences, including the general public, tourists, and potential MSME consumers. The researchers also determined key messages, including product advantages, the manufacturing process, distinctive flavors, and the traditional values of salted eggs. At this stage, the researchers also identified the main distribution platforms, such as Instagram, TikTok, and YouTube, allowing them to tailor the visual concept and video duration to each platform's characteristics.

2. Design

The design stage is the detailed planning process for developing the media. In this research, this stage includes creating a storyline, *script*, and a storyboard as a visual guide. The storyline defines the promotional narrative, from the opening and product information delivery to a persuasive closing. Next, the team writes a script to organize the narrative and text used in the video. The storyboard visually depicts each scene, including image composition, transitions, animations, and audio synchronization. At this stage, the team also determines the design style, including color, typography, illustrations, and visual characters that reflect the salted egg product's identity.

3. Material Collecting

The material collection stage involves gathering all the materials needed to create motion graphics. These materials include visual elements such as images, illustrations, icons, and product logos, as well as audio elements such as background music, sound effects, and narration. In this study, researchers can also document the salted egg production process directly to strengthen the content's authenticity. Furthermore, the materials must be relevant to the concept and high quality to produce a professional-looking video.

4. Assembly

The assembly stage is the core process in media development, where motion graphic videos are created based on the designs and materials gathered. At this stage, animators use graphics and video-processing software,

such as Adobe After Effects or similar applications. Animators combine visual elements with motion, transitions, and other visual effects. Animators also process audio by recording voice-overs, adding background music, and synchronizing audio and visuals. The result of this stage is a motion graphic video ready for testing.

5. Testing

The testing phase aims to evaluate the quality and effectiveness of the created media. In this study, testing was conducted with respondents, such as potential consumers or social media users. Aspects tested included information clarity, visual appeal, animation quality, and the video's ability to increase interest and understanding of salted egg products. Testing can be conducted through questionnaires or interviews. The results of this phase identify media shortcomings and provide a basis for improvements.

6. Distribution

The distribution stage is the final stage, which involves distributing the developed promotional media. The team then publishes revised, approved motion graphic videos on social media platforms such as Instagram, TikTok, and YouTube. At this stage, the team can also optimize distribution by using engaging captions, relevant hashtags, and scheduled posts to increase audience reach. This stage also includes an initial performance evaluation, such as views, interactions (likes, comments, shares), and reach, as indicators of the promotional media's success.

Data collection techniques in this study included observation, interviews, literature review, and questionnaires. Observations were conducted to obtain direct data on actual field conditions, particularly the production, marketing, and promotion processes of salted egg products by business actors. Interviews gathered in-depth information from salted egg MSME owners, business actors, and consumers. The literature review examined scientific sources on motion graphics, digital marketing, MSME product promotion, and the effectiveness of social media as a promotional tool. A questionnaire collected quantitative data on respondents' perceptions of the developed motion graphic video's effectiveness. The questionnaire was distributed to target audiences, such as social media users or potential salted egg consumers. This instrument measured several aspects, including visual appeal, clarity of information, animation quality, and interest in and understanding of the product after watching the promotional video.

Results and Discussion

1. Promotional Video Concept

The animated video concept developed in this study features local culinary products packaged in a modern, attractive, and contemporary way, bridging traditional values with current digital market tastes. Salted eggs, a regional specialty, are presented not only as a common consumer product but also as a product with cultural value, quality, and uniqueness. The visual approach emphasizes a clean design style, bright, appetizing colors, and dynamic animation to capture the audience's attention from the first second. The video will run about 60–90 seconds, which balances comprehensive information with the audience's attention span. This duration allows for concise message delivery without boring the audience, while still effectively conveying the product's value. Videos that are too long are likely to be abandoned, while videos that are too short may not convey complete information. The video format is vertical (9:16 ratio), adapted to mobile content consumption trends. This format was chosen because it works best on smartphone screens and aligns with the standards of short-video social media platforms such as Instagram Reels and TikTok. Using a vertical format lets viewers watch without rotation or adjustment, improving comfort and interaction.

2. Storyboard

The storyboard consists of several main scenes:

- a. When introducing a salted egg product, the video opens with an eye-catching visual, such as an animated salted egg appearing dynamically against a brightly colored background. This section displays the product name, logo (if applicable), and a short tagline that illustrates the product's uniqueness. The primary goal of this scene is to create a strong first impression and introduce the product quickly and clearly. A short caption, such as "Delicious and High-Quality Salted Eggs," is often added to reinforce the initial message.
- b. This section shows the salted egg production process. This section briefly visualizes the salted egg production stages, from selecting quality duck eggs to salting and ripening. The animation is simple yet informative, making it easy for the audience to understand. This scene aims to educate consumers and build trust by showing that the product is hygienic and high quality.
- c. Product advantages: highlighting the various added values of salted eggs, such as their savory taste, distinctive texture, quality ingredients, preservative-free nature, and other unique features. Visuals can include icons, illustrations, or short text that dynamically appear to emphasize these advantages. This scene aims to strengthen the product's appeal and differentiate it from similar products on the market.
- d. All to Purchase: This section displays important information such as ordering instructions, contact information, and social media accounts. Visuals are enhanced with persuasive text such as "Try it now!" or

"Order now!" You can also add animated elements to encourage action, such as an "Order Now" button or a chat icon. The primary goal of this scene is to encourage the audience to make a purchase or at least engage further with the product.

Table 1. Storyboard

Scene	Introduction to Salted Egg Products	Narration/Text	Visual/Animation	Duration
Scene 1 Visual		"Savory, delicious, high-quality salted eggs. A traditional taste that will always be in your heart."	- Animation of whole and split salted eggs appearing from the center of the screen - Product title appears with pop-up effect - Graphic elements such as lines, circles, and leaves move dynamically.	0:00 – 0:20 (20 seconds)
Scene 2 Visual		"Made from selected duck eggs through a natural salting and incubation process to produce delicious, savory salted eggs"	- Animation of the process flow from left to right - Simple icons or illustrations for each stage - Smooth transitions between stages	0:20 – 0:45 (25 seconds)
Scene 3 Visual			- Muncul poin-poin keunggulan dengan ikon - Telur asin belah tampil menggugah selera - CTA (ajakan beli) dengan tombol dan kontak / akun media sosial	0:45-1:15

3. Visual Design

The visual elements used include:

a. Illustration of salted eggs

The salted egg illustration is the main element in the video visualization. The illustration is created in an attractive, modern graphic format, highlighting the distinctive characteristics of salted eggs, such as the golden-yellow yolk and their distinctive shape. This illustration aims to stimulate the audience's appetite (appetizing visual) and reinforce the product's identity. Furthermore, the illustration is kept simple (flat design) for easy recognition and clarity when displayed on small smartphone screens.

b. Production process animation

Production process animations visually and informatively depict the stages of salted egg production. Simple yet engaging animations visualize processes such as selecting duck eggs, salting, and ripening. These animations aim to educate the audience and build confidence in the product's quality. The animations use smooth transitions to ensure a clear, understandable storyline.

c. Animated typography

Animated typography conveys important information through dynamic text. Text such as product benefits, taglines, and calls to purchase are displayed with animated effects like fade-ins, slides, or pop-ups. The font selection matches the product's character: simple, easy to read, and modern. Animated typography reinforces the visual message and helps the audience quickly grasp the information, especially in short videos.

d. Bright colors

The colors used in visual design tend to be bright and contrasting, such as yellow, orange, and green, which are associated with food and freshness. Bright colors are chosen to capture the attention of social media audiences,

who tend to scroll quickly. Furthermore, color creates a positive, warm, and appetizing atmosphere. Harmonious color combinations also help create a consistent and memorable visual identity for the audience.

Table 2. Visual Design

1. Salted Egg Illustration	
2. Production Process Animation	
3. Animated Typography	
2. Bright Colors	

4. Animation Implementation

The production process uses several graphic design and animation software:

- Adobe Illustrator was used in the early stages of production to create vector-based visual elements. In this research, Illustrator was used to design various graphic assets such as salted egg illustrations, icons, backgrounds, and other decorative elements. Illustrator's advantage is its ability to produce high-quality vector images that do not break up when enlarged, making it ideal for animation. All created visual elements were then exported in a compatible format for further processing during the animation stage.
- Adobe After Effects is used as the primary tool in creating motion graphic animations. At this stage, all visual elements created in Illustrator are imported and animated using various techniques such as keyframe animation, motion paths, and transition effects. Researchers adjust object movement, animation timing, and audio synchronization to create dynamic and engaging visuals. After Effects is also used to add visual effects such as fade, zoom, and motion blur to enhance the video's aesthetic quality.
- Adobe Premiere Pro

Adobe Premiere Pro is used in the final stages of video production for editing and refining. This stage involves combining all animations, adding audio such as background music and voice-overs, and adjusting the video length to suit your needs (60–90 seconds). Premiere Pro is also used for simple color grading, setting transitions between scenes, and rendering the final video in a format suitable for social media distribution.

5. Promotional Media Evaluation

The results of the questionnaire evaluation show that, based on the evaluation of the promotional media, which consisted of animated motion graphic videos, the total score was 64 out of a maximum of 70, with a feasibility percentage of 91.4%. This result indicates that the promotional media falls into the "very good" or "very suitable" category for promoting salted egg products on social media. In terms of visual appeal, the media received high marks, particularly for its attractive illustrations, which earned it a maximum score. This shows that modern salted egg illustrations and bright color combinations captivated the audience. However, there was still room for improvement in animation fluency and color harmony, which received a score of 4 (good), indicating that the visuals were already engaging but could still be further enhanced.

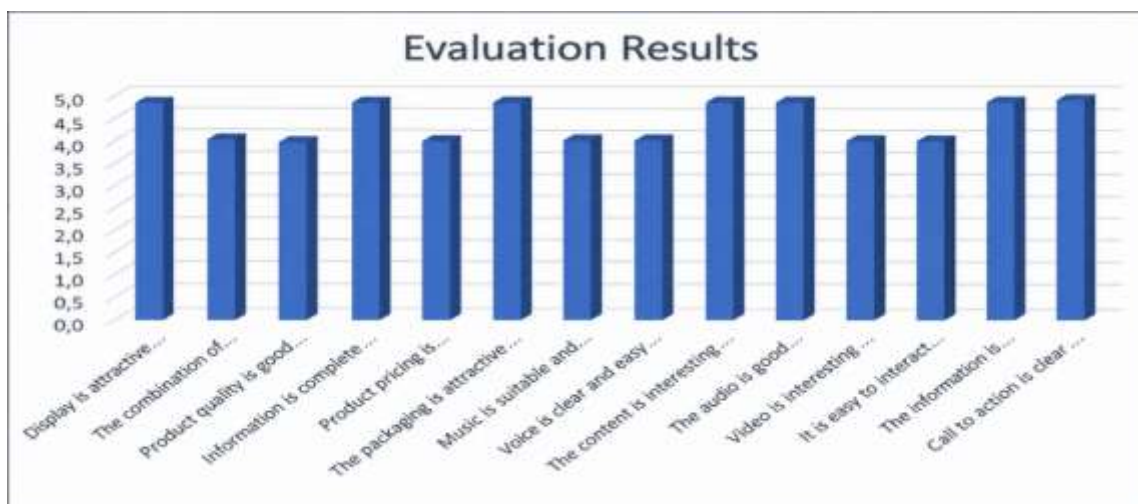
In terms of information clarity, the media received excellent scores, particularly in product information delivery and text readability. This shows that the motion graphic conveys messages effectively and is easy for the audience to understand. The clear presentation of the production process also adds value by increasing consumer confidence in product quality. The audio quality aspect received a good rating, with a score of 4 for the background music and voice-over indicators. This indicates that the audio elements already support message delivery, although there is still room for improvement, for example, by adjusting the volume level, selecting music that is more appropriate to the audience's character, or improving the quality of the sound recording.

In terms of content suitability, the media received a very good score. This indicates that the video content aligns with the salted egg product's characteristics and effectively conveys the promotional message. This suitability is crucial for building a consistent, convincing product image in consumers' eyes.

Furthermore, the media received a good score for audience engagement. This indicates that the video is engaging and has the potential to encourage user interaction on social media, such as likes, comments, and shares. However, the suboptimal score suggests further innovation is needed, such as adding more interactive elements or following viral content trends to significantly increase audience engagement. Finally, the media received a very good persuasiveness score. This indicates that the video can increase purchasing interest and has a clear, compelling call to action. This success indicates that motion graphics are not only informative but also effective as a promotional tool that can influence consumer decisions, as shown in Table 1.

Table 1. Evaluation results

No	Evaluation Aspects	Assessment Indicators	Score (1-5)	Mark (%)	Category
1	Visual Appeal	Attractive and appetizing illustration display	5	100%	Very good
		Bright and harmonious color combination	4	80%	Good
		The animation quality is smooth and not stiff.	4	80%	Good
2	Clarity of Information	Easy-to-understand product information	5	100%	Very good
		Clear delivery of production process	4	80%	Good
		Easy-to-read narrative and text	5	100%	Very good
3	Audio Quality	The background music is appropriate and not distracting.	4	80%	Good
		Voice-over is clear and communicative	4	80%	Good
4	Content Suitability	Content according to salted egg products	5	100%	Very good
		Promotional message is well conveyed	5	100%	Very good
5	Audience Engagement	Interesting video to watch until the end	4	80%	Good
		Encourage interaction (like, comment, share)	4	80%	Good
6	Power of Persuasion	Increase buying interest	5	100%	Very good
		Call to action is clear and attractive	5	100%	Very good


Figure 1. Evaluation Results

These results show that motion graphics effectively increase the appeal of digital promotions.

Conclusion

This study aimed to design and evaluate a motion graphic animation video as a digital promotional medium for salted egg products, particularly to address the limitations of conventional promotional practices among MSMEs and to meet the communication characteristics of social media audiences. Using a Research and Development (R&D) approach and the Multimedia Development Method, the study developed a promotional video through concept development, design, material collection, assembly, testing, and distribution planning. The resulting media integrates product information, the salted egg production process, product advantages, visual storytelling, animated typography, audio elements, and a clear call to action within a short-form vertical video format suitable for social media platforms. The findings indicate that the developed motion graphic video provides an attractive, communicative way to present information about salted egg products. The evaluation produced a total score of 64 out of 70, corresponding to a feasibility percentage of 91.4%, indicating that the promotional media was assessed as very good and suitable for use. The strongest results were observed in the attractiveness of the product illustration, clarity of product information, content suitability, and persuasiveness, while animation fluency, color harmony, audio quality, and audience engagement still showed opportunities for further refinement.

In relation to the research problem, the findings suggest that motion graphics can address the need for promotional content that is visually engaging, informative, and compatible with social media consumption patterns. The developed video communicates the characteristics, production process, advantages, and value of salted egg products in a concise visual format. In particular, the clear presentation of the production process and product advantages supports the promotional media's communicative function, while the inclusion of a call to action supports its promotional purpose.

The study therefore demonstrates the practical potential of integrating visual communication design with digital marketing for traditional MSME products. Its contribution lies not only in producing a promotional video but also in demonstrating a structured development process that can be adapted to promoting other local products with similar digital marketing constraints. Nevertheless, interpret the findings within the scope of this study's evaluation. The reported evidence primarily concerns the perceived quality, suitability, clarity, appeal, engagement potential, and persuasiveness of the developed media rather than verified changes in actual sales or long-term consumer purchasing behavior. Future studies should therefore examine the performance of motion graphic promotional media through broader samples, comparative or experimental designs, and behavioral indicators such as actual engagement, conversion, purchase behavior, and changes in market reach.

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