

Designing a Motion Graphic Company Profile Video for PT Privy Digital Identity

Edwar Juanda

Universitas Mercu Buana, Indonesia

Email: edwar.juanda@mercubuana.ac.id, bagasperatama1@gmail.com

ABSTRACT

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Business competition in the increasingly advanced digital era, the need to strengthen the image of a business through digital media is important, especially for companies such as PT Privy Digital Identity which is engaged in certified digital signature services. This design aims to create promotional media in the form of a video company profile based on motion graphic techniques that can improve the image of Privy company for the better. The choice of motion graphics as a promotional medium is due to its ability to simplify complex information and package it attractively through a persuasive combination of animation, graphics, and narrative. The methodology applied in the design is Design Thinking, which involves the stages of Empathize, Define, Ideate, Prototype, and Test. This stage helps to develop an audience-centric design strategy to solve existing visual communication problems. Trials are carried out to measure the effectiveness of the work in achieving the design objectives. The results of the trial show that a company profile based on motion graphic techniques can be an effective medium to improve the company's image, by providing important information needed by the audience through attractive visual presentations.

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INTRODUCTION

The development of digital technology has changed the way businesses and administrations operate, including in the delivery of corporate identity. A company profile is an important medium for companies to introduce themselves to potential clients, business partners, and investors. The company profile functions as a company's identity in establishing business relationships and cooperation. This medium helps companies convey important information to potential clients, partners, and investors (Maimunah, 2012). Currently, Privy, as a certified electronic signature service provider, has a company profile in PDF and video slideshow format, which is considered less effective in conveying information in an attractive and efficient manner (Andersson & Patel, 2022; Anderson & Lee, 2023;).

Valid electronic signatures in Indonesia are regulated under *UU ITE* No. 11 of 2008 and Government Regulation No. 71 of 2019 (*tte.kominfo.go.id*), which require the use of certified digital signature services to validate documents. Privy, as a provider of this service, continues to grow with more than 40 million users and 2,600 enterprise customers. However, the increasing number of competitors makes branding and promotional strategies crucial to remain competitive in the market (Johnson & Garcia, 2022; Kumar & Patel, 2019; Liu & Adams, 2023; Martinez & Thompson, 2020; Mitchell & Dubois, 2020). As a solution, a motion graphic-based company profile is proposed to increase the effectiveness of Privy's visual communication. Motion graphics are a technique that combines visual, sound, and animation elements to convey information in a more engaging and effective way (Tiffany Revita, 2023). Motion graphics allow for more interesting, concise, and easy-to-understand delivery of information compared to static formats such as PDFs. Ultimately, this medium can be integrated into various digital platforms and can also be used in live presentations by sales teams (Smith & Davis, 2020; Tanaka & Schmidt, 2021; Taylor & Roberts, 2021; Williams & Nakamura, 2022; Zhang &

Miller, 2020).

Previous studies have explored the effectiveness of visual communication in corporate profiles and digital branding strategies. For example, Maimunah (2012) emphasized that company profiles function as a critical medium for conveying corporate identity to potential clients, partners, and investors, but her study focused primarily on traditional static formats such as printed documents and PDFs, which may lack interactivity and engagement. Meanwhile, Revita (2023) examined the use of motion graphics in enhancing information delivery, highlighting its ability to combine animation, sound, and visuals to communicate more effectively; however, this study did not investigate the specific application of motion graphics for electronic signature service providers or its impact on branding and user engagement in competitive digital markets (Brown & Wilson, 2021; Chen & Wang, 2021; Cooper & Yamamoto, 2023; Foster & Chang, 2020; Green & Rossi, 2021). These studies indicate that while the potential of motion graphics in corporate communication is recognized, there remains a gap in applying this medium to digital service companies like Privy, particularly in increasing the effectiveness of visual communication for marketing and client engagement.

This study aims to design and implement a motion graphic-based company profile for Privy, addressing the limitations of static formats and leveraging interactive multimedia to enhance brand communication, audience engagement, and information clarity. The expected benefits include improved corporate branding, more attractive presentations for prospective clients and investors, and a more effective promotional strategy in the increasingly competitive electronic signature service industry.

RESEARCH METHOD

Concept of Planning

In designing the company profile, the goal is to strengthen Privy's image as a trusted company in digital signature services. This work emphasizes Privy's excellence in delivering the services offered, positioning Privy as a market-leading digital signature service company in the industry. Through an engaging visual approach and content that highlights global achievements, this work is expected to provide additional appeal to both local and international markets.

Planning Runway

Motion graphics is an animation technique that combines graphic elements such as text, shapes, and images with dynamic motion to create an engaging video. This technique is widely used in movies, commercials, and digital platforms due to its ability to convey messages effectively and interactively. Motion graphics add elements of time and space to graphic design, allowing for a more visual and clear presentation of information, whether for program titles, complex concepts, or the working process of an object (Crook & Beare, 2015).

Rendering is the process of combining a collection of images into a single output in the form of a video, image, or animation. This process allows data from the digital model to be structured into a more realistic visual display. The quality of the render can be adjusted according to needs, from low to high resolution.

Storytelling functions as a two-way interaction between the storyteller and the listener, aiming to build trust and enhance understanding (Divinyi, 1995). This technique helps create a connection with audiences, makes information more memorable, and conveys the message's value effectively and engagingly across various forms of digital media.

Theme

The visual concept in the design will be a combination of photographs and several 2D graphic elements, animated using motion graphic techniques, with an international and elegant style that is not overly corporate. The design will feature dynamic, seamless transitions between

scenes, employing zoom-in, zoom-out, framing, and object/shape transition techniques. The main color will be a red gradient combined with other shades of red, in line with Privy's key visual branding. Typography will also follow Privy's visual guidelines, using the Mulish font.

Concept of Embodiment

In designing a company profile, *positioning* or strategic placement of the work is crucial, as company profile videos commonly serve as an important representation of the brand. This project emphasizes strengthening Privy's image as a trusted company in digital signature services. The positioning in this work highlights Privy's excellence in delivering the services offered, reaffirming its role as a market leader in the industry. Through engaging visuals and content focused on global achievements, the work aims to appeal particularly to the local market, while maintaining international relevance.

Work Distribution Strategy

The distribution of this company profile will follow the *AISAS* (Attention, Interest, Search, Action, Share) media dissemination method to ensure that the message in the video is effectively delivered to the target audience.

Attention

Attract the audience's attention by publishing video teasers on social media platforms such as Instagram, LinkedIn, and Facebook.

Interest

Build interest by presenting more in-depth information on YouTube, LinkedIn, and official Privy platforms. Digital advertising will also be used to broaden reach to a wider audience.

Search

Apply *SEO* strategies to the official Privy website so that videos are easy to find through Google searches, supported by articles on the Privy blog that explain the advantages and benefits of the product.

Action

Utilize the video as a presentation tool for the sales team during meetings with potential clients. It can also be showcased at corporate events or business gatherings to introduce Privy directly to participants, accompanied by *brand reminder* merchandise.

Share

Encourage audiences to share information about Privy, inviting clients who have used the service to provide testimonials on social media.

Design Thinking

Design Thinking is a design methodology that focuses on user needs and experiences. In the context of motion graphics, *Design Thinking* can be applied to produce designs that are both effective and appealing. The stages of *Design Thinking* applicable to motion graphic creation are as follows:

- *Empathize*: Understand the user's needs and experiences, as well as the purpose and message to be conveyed through motion graphics.
- *Define*: Identify the design problems and objectives, as well as the target audience and the platforms to be used.
- *Ideate*: Generate creative and innovative design concepts, taking into account visual, audio, and narrative aspects.
- *Prototype*: Develop a prototype of the motion graphic design, followed by testing and evaluation to ensure it is effective and engaging.
- *Test*: Conduct user testing of the motion graphic, assess performance, and make improvements based on feedback.

Examples of Design Thinking Applications in Motion Graphics:

1. Create interactive and attractive Motion Graphics to promote products or services.

2. Develop effective Motion Graphic designs to increase brand awareness and introduce the company to the target audience.
3. Create educational and informative Motion Graphics to increase public knowledge and awareness about certain issues.

RESULTS AND DISCUSSION

Planning Process

In designing a company profile video with motion graphic, the author uses the Design Thinking method to determine the design process scheme for the creation of works.

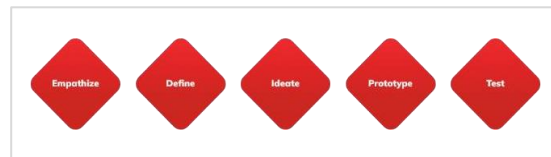


Figure 1. Design Thinking Process

Empathize

This stage explores the needs and perspectives of users and Privy companies.

Based on ITE Law No. 11 of 2008 and Government Regulation No. 71 of 2019, a valid digital signature must be certified by an official service provider. For individuals or businesses without access to these services, the validity of their documents can be legally questioned, thus hampering business operations.

Privy Company

The results of the interview with the Privy sales team revealed that the company profile in PDF format and video slideshow format was considered less attractive and too 'wordy'. Potential clients need extra time to understand the information, so a more efficient approach is needed.

Define

This stage formulates problem points based on the findings of the Empathize stage.

Community (User/Client)

Many users are not yet aware that certified digital signatures are required for document validity. Without a legitimate digital signature service, documents cannot be verified for authenticity because there is no official validation system.

Privy Company

Come up with a promotional medium. The previous format in the form of PDFs and video slideshows was considered less than optimal for sales teams in introducing the company and its services, especially on a large scale and limited time.

Storyboard

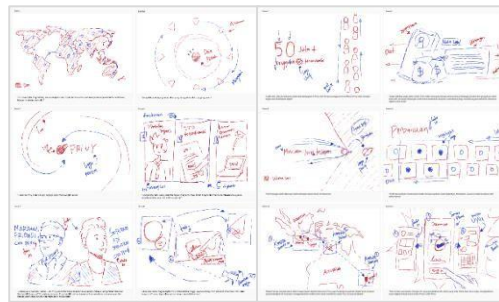


Figure 2. Storyboard

Prototype

In this stage, visual assets are created in This stage focuses on developing ideas and potential solutions based on the problems that have been identified. In the planning process, concepts are developed through several methods, such as mind maps to map out the main idea and mood board as a visual direction, and storyboard as an overview of the design.

Mind Map



Figure 3. Mind Map

Moodboard



Figure 4. Moodboard

Form a vector image using Adobe Illustrator and Photoshop. Each design element is separated in layers to be ready for use in the animation process at the next stage.

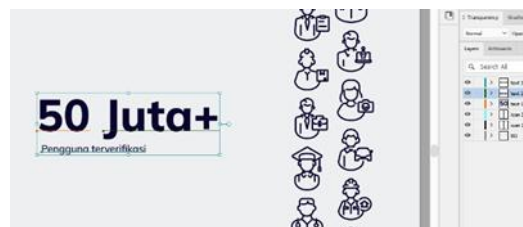


Figure 5. Prototyping process

Testing

This stage is an initial experiment by creating the first scene of the company profile video concept using Adobe After Effects.

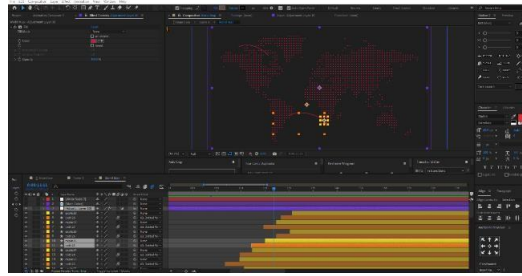


Figure 6. Motion trial process

Work Review

With the company profile, it is hoped that there will be an increase to introduce the company and its products to be more efficient. The main targets in this design are individuals and collectives with statuses such as workers, freelancers, business owners, and corporations. The targeted age also starts from 18 – 65+ (all adult ages) with the area covering all regions of Indonesia, especially large cities or business zones.

Message Presentation

This design aims to raise awareness and strengthen the company's image to look more professional, especially for clients, investors, and business partners. designed to convey information concisely yet meaningfully, so audiences can easily understand the advantages of Privy. The copywriting approach is also used to build emotional connections, creating the impression that Privy is a reliable company, thus being able to foster trust. In addition, ethical appeal techniques are applied to strengthen the company's credibility. emphasizing elements such as data, reputation, integrity, and commitment.

Visual Presentation

Visual elements play a role in conveying the message to the audience, with the incorporation of elements such as visual style, typography, and color, creating a more effective message delivery

Color

The use of color in this work uses the main color, namely red gradation with other shades of red which is the visual color of Privy branding, supporting colors such as black and white are applied as colors in the text and background

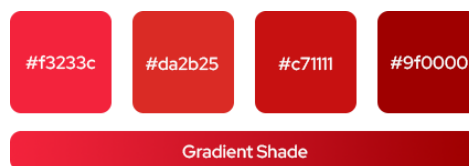


Figure 7. Color palette

Illustrations

This work uses photo elements or real objects that are manipulated into an illustration style, by making the color of certain objects black and white and adding grain/noise elements to make the illustration seem unusual.



Figure 8. Illustration elements

Works such as the use of icons and illustrations of flat designs to support a delivery style that cannot involve photos/objects



Figure 9. Supporting elements

Typography

The font used is sans serif, with the reason that it has a clear readability and also looks modern, this font also emphasizes the delivery of messages through motion graphic techniques which are neatly arranged

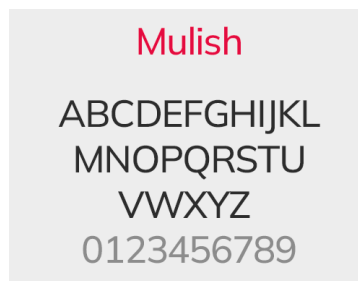


Figure 10. Fonts Mulish

The use of the Mullish family font as a font choice is based on the Privy brand guidelines which also use similar fonts, licensed open font license where the use is open source under the Google Fonts platform.

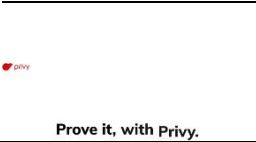
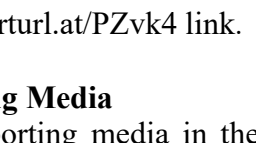
Main Media

Based on the design concept, a company profile work was created with a preview scene and an explanation of the visual context

Table 1. Main Media

Scene	Information
	Displays a world map with Animated lines that connect each other Intercountry

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Scene	Information
	Explain the three Privy's main pillar in providing service
	Introduction founder of Privy, Marshall Pribadi as CEO and Guritno Adi Saputro as a CTO Privy
	Introducing the services offered by Privy, such as personal plan, enterprise plan, and API Interpretation
	Explain Visualization of data through motion graphics that describe the total number of signatories and users
	Explaining Privy's milestones from year to year, starting from its founding in 2016 to 2024
	Informing some of the company's clients who are already using the Privy service from Various industries
	Explain Privy's ambition for global market opportunities, and explains the opening of a branch office in Australia
	Display photos of Privy employees alternately with inspirational narratives, about employees and partners company
	Display screen display in the Privy app and a brief animation of how to use signatures Digital Privy
	Closure on videos, with an emphasized company tagline, and with a style Minimalist visuals

Prove it, with Privy.

The final result in motion graphic video format can be accessed via the <https://shorturl.at/PZvk4> link.

Supporting Media

Supporting media in the form of social media thumbnails and merchandise with the concept of office objects/tools were also created with the aim of gaining exposure in the form of brand awareness



Figure 11. Social media thumbnails

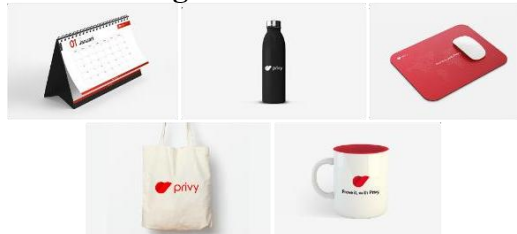


Figure 12. Merchandise

Overall, the visual presentation in this work is designed with the aim of conveying a clear and effective message. The application of an informative visual style, supported by dynamic animations contributes to creating a company profile video that is not only informative but also interesting and has aesthetic value.

Exhibition of Works

The works that have been designed are then published at the final project exhibition, with the aim of getting feedback from the general public regarding the design, displaying the main media and also their supporters through an exhibition called "epilogue of creativity" which will be held on December 28-29, 2024 located at the Kū'ai Coffee café, Jl. Panglima Polim Kec. Recently, South Jakarta the exhibition took place with quite a positive reaction to the work, but previously most of the visitors asked what digital signatures are, which means that awareness of this still does not cover many people, the author is very open to talking about the topic to visitors, while introducing Privy and its products (O'Connor & Singh, 2019; Petersen & Kim, 2021; Rodriguez & Thompson, 2022).



Figure 13. Exhibition Documentation

Respondent Profile

During the exhibition process, the author collected 30 respondents recorded on the google form platform with vulnerable ages 18-24 (56.7%) and 25-34 (43.3%) with professional employment status (46.7%) more than others.

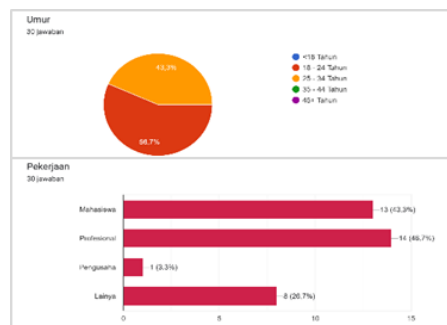


Figure 14. Profile Replies

Respondent Feedback

Overall, the design of the company profile video work succeeded in giving a positive impression to the audience, with responses such as attractive, professional, and easy to understand, and the message conveyed was also considered informative, concise, and able to describe the company's identity and excellence.

The power of the work

Company profile works are considered to have a modern, professional visual style, with a message presentation that already depicts Privy's identity



Figure 15. Response to the excellence of the work

Disadvantages of the work

The company profile work was considered too long in duration for some people who suggested cutting the duration, and the comments on the use of background music were also considered unsatisfactory, and the application of narrative that was felt needed to be improved



Figure 16. Weakness response of work

Based on the positive response and also some criticism and suggestions for designing this company profile video is considered successful in building the company's image, but of course there is still room for improvement in several aspects.

CONCLUSION

The design of this company profile *motion graphic* video is an effort to build a more

professional company image. The idea originated from Privy's need for a promotional medium in a new format, aimed at presenting company information in an interesting and distinctive way. *Motion Graphic* offers an innovative approach to explaining the overall picture of the company and its products at an optimal scale, presenting less detailed but essential and useful information required by potential clients. By applying visual communication design principles, the creation of this company profile video is expected to help address the company's challenges and successfully enhance its image in line with expectations. Implementing the right and appropriate visual and *motion graphic* design can help the audience absorb the intended message or information more effectively. Based on feedback from various respondents, this company profile *motion graphic* video has proven to be an effective promotional medium for presenting Privy and improving the company's image.

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