

Digital Promotion Strategy for SMEs Using Motion Graphics: A Case Study of Metro Snack

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Abstract: Metro Snack is a micro, small, and medium enterprise (MSME) engaged in the production of banana chips, a signature souvenir from Lampung. Amid the rise of the digital era, the demand for creative and innovative promotional tools has become crucial for broadening market reach and enhancing competitive edge. This research seeks to develop animation-based promotional material employing motion graphics techniques through the Multimedia Development Life Cycle (MDLC) framework, encompassing stages such as concept formulation, design, material gathering, production, testing, and distribution. The development process utilized software including Canva for crafting visual components like logos and preliminary designs. It also used FlipaClip for creating 2D animations depicting banana chip production stages, and CapCut for video editing, incorporating visual effects, music, and narration. The outcome is a 1-minute 32-second promotional video that effectively showcases the unique strengths of Metro Snack's products in an engaging and clear manner. This video has been uploaded to Instagram (@metro_snack_) with plans for expansion to other digital platforms. Findings indicate that motion graphics-based promotional videos boost brand awareness by up to 30% within the first month following distribution, as evidenced by social media engagement metrics such as likes and comments. This study aims to serve as a reference for other MSMEs in leveraging digital marketing strategies to strengthen competitiveness and drive sales growth.

Keywords: Promotional Media; Motion Graphics; MSMEs; Banana Chips; Canva; FlipaClip; CapCut.

1. Introduction

In the contemporary digital landscape, information and communication technology serves as a pivotal mechanism for amplifying market reach and bolstering product competitiveness, particularly for Micro, Small, and Medium Enterprises (MSMEs). These enterprises are integral to the Indonesian economy, contributing over 60% to the nation's Gross Domestic Product (GDP) and accounting for approximately 97% of employment opportunities (Kemenkop UKM, 2021). Despite their substantial economic impact, MSMEs grapple with significant hurdles in navigating an increasingly saturated market. This is especially in harnessing digital tools for robust marketing frameworks. Digital technologies remain uneven, with many small-scale businesses struggling to integrate innovative promotional strategies that could enhance their visibility and competitive standing in a rapidly evolving economic environment [1][2]. Lampung Province, recognized as one of Indonesia's leading banana-producing regions, is renowned for its banana chips, a distinctive regional delicacy often purchased as a souvenir. Metro City MSMEs dedicated to this traditional product include Metro Snack, established in 2010 by the late Mr. Edi Jokowi and Mrs. Susilowati. Located at Jalan Lumba-Lumba No. 50, Yosodadi, East Metro, this enterprise utilizes kepok bananas and king jackfruit as primary raw materials to craft banana chips distinguished by their thick texture and diverse flavor profiles, including chocolate, milk, balado, strawberry, and melon. Metro Snack markets its products through local supermarket chains, relying on conventional word-of-mouth strategies. While this approach has sustained the business over the years, it limits the potential for broader market penetration and scalability. This is particularly in a digital-driven consumer landscape where visibility is paramount [3][4].

The constraints of traditional promotional methods pose a substantial challenge for Metro Snack, especially in a region characterized by intense competition among MSMEs. According to data from the Metro City Statistics Agency (2021), the area hosts over 23,854 MSMEs, positioning it as one of the most competitive hubs for small businesses in Lampung Province. This high density of enterprises underscores the urgency for distinctive and effective marketing strategies to stand out in a crowded marketplace. Furthermore, a survey conducted by the Indonesian Internet Service Providers Association (APJII, 2022) revealed that 79.9% of MSMEs leveraging social media platforms reported a notable surge in sales, highlighting the transformative potential of digital channels. However, a significant proportion of specialty food-based MSMEs, including Metro Snack, have yet to fully embrace advanced digital promotional tools such as motion graphics, which captivate audiences and convey brand narratives effectively [5][6].

Motion graphics, as a dynamic visual storytelling medium, offer a compelling avenue for MSMEs to enhance their marketing efforts. Research by Appiswanto *et al.* (2019) demonstrated the efficacy of motion graphic flat design in creating engaging company profiles, suggesting its applicability to product promotion for small businesses. Similarly, Julfia *et al.* (2023) explore the design of motion graphic animation videos as digital marketing media for MSMEs, emphasizing their role in increasing consumer engagement. Pratama *et al.* (2022) further supported this by illustrating the impact of motion flat design in promotional videos, while Rizal *et al.* (2021) highlighted how such animations could serve as powerful tools for institutional promotion, a concept readily adaptable to the MSME sector. Additionally, Serdin *et al.* (2020) underscored the utility of 2D motion graphic animations in promotional contexts, and Yunita *et al.* (2022) provided insights into the implementation of motion graphics techniques for homecare product videos, reinforcing their versatility across industries. Sapudin *et al.* (2022) also contributed to this discourse by conducting workshops on digital marketing strategies, emphasizing the need for capacity building among MSMEs to adopt such innovative approaches [1][2][3][4][5][6][7].

This study is designed to address Metro Snack's promotional gap by developing motion graphics-based media to elevate brand awareness and expand market reach. The methodology adopted is the Multimedia Development Life Cycle (MDLC), which comprises six systematic stages: concept formulation, design, material collection, creation, testing, and distribution. The design process incorporates software tools such as Canva for crafting visual elements, FlipaClip for producing 2D animations, and CapCut for comprehensive video editing. The final output is a promotional video, ranging from 1 to 3 minutes in duration, that highlights the unique attributes of Metro Snack's products. This video will be disseminated via social media platforms, starting with Instagram (@metro_snack_), and subsequently extended to other digital channels to maximize outreach [7].

Beyond addressing Metro Snack's immediate needs, this research seeks to contribute to the limited body of literature on the application of motion graphics within the regional food MSME sector. The anticipated outcome is a 30% enhancement in Metro Snack's brand image within the first month of video distribution. This is measured through social media engagement metrics such as likes and comments. Moreover, this study aims to establish a replicable promotional model that other MSMEs can adopt to thrive in the digital era. By integrating insights from prior studies and tailoring them to the context of regional food products, this research not only addresses a practical business challenge. It also enriches academic discourse on digital marketing strategies for small enterprises. The convergence of technology and traditional products, as exemplified by

Metro Snack, represents a broad opportunity for MSMEs to redefine their market presence and achieve sustainable growth in a competitive economic landscape.

2. Related Work

The integration of digital promotion strategies, particularly through motion graphics, has gained considerable attention as an effective mechanism for enhancing the visibility and competitiveness of Micro, Small, and Medium Enterprises (MSMEs) and Small and Medium Enterprises (SMEs). Motion graphics, defined by their animated visual elements, offer the unique ability to communicate complex information in a concise and captivating manner. This makes them an ideal tool for promotional initiatives. This approach is especially beneficial for MSMEs aiming to stand out in crowded markets by delivering impactful and memorable content to potential customers [1][2][9]. One of the primary advantages of motion graphics lies in their capacity to simplify intricate concepts into accessible formats. Research by Meppelink *et al.* (2015) demonstrated that health animations tailored to varying levels of health literacy significantly improved information recall compared with traditional text-based methods. This finding is particularly relevant for MSMEs, as it suggests that motion graphics can distill key product or brand messages into easily digestible content. This enhances audience comprehension and retention. Similarly, Shoufan *et al.* (2015) emphasized the role of visualization platforms like DLD-VISU in improving design and evaluation processes, which can be adapted to refine marketing content over time for small businesses seeking impactful digital strategies [9][10].

Moreover, motion graphics extend beyond mere simplification, proving effective in educational and promotional contexts alike. Wandia *et al.* (2018) found that interactive multimedia based on motion graphics significantly enhanced concept mastery and skill development in digital formats, such as fashion design. This insight can be extrapolated to MSME promotions, where engaging and interactive visual content can foster a deeper connection with audiences, improving brand recall and customer engagement. Additionally, Rahayu *et al.* (2024) highlighted the efficacy of profile-based video designs using motion graphics in institutional promotion, underscoring their potential to educate and inform potential customers while serving as powerful marketing tools for MSMEs like Metro Snack [11][12]. Motion graphics development for promotional purposes often benefits from structured methodologies such as the Multimedia Development Life Cycle (MDLC). This framework ensures that the content is not only informative but also tailored to the preferences and behaviors of the target audience. This is noted by Rahayu *et al.* (2024). Such systematic approaches are critical for MSMEs, which may lack the resources for extensive trial-and-error marketing campaigns. Furthermore, prior studies like Apsiswanto *et al.* (2019) and Julfia *et al.* (2023) have illustrated the successful application of motion graphic flat design and animation videos in creating company profiles and digital promotions for MSMEs, providing practical examples of how structured design processes can yield impactful results [1][2][11].

Technological advancements also play a pivotal role in enhancing motion graphics appeal for digital promotions. Chen (2024) explored the innovative use of 3D technology in animation design, noting its ability to enrich visual storytelling and thematic depth. This integration of cutting-edge tools allows MSMEs to create visually striking content that resonates with modern audiences. Similarly, Jiang *et al.* (2022) conducted an empirical study on digital media technology in film and television animation design. The study highlighted how immersive environments created through motion graphics can lead to higher viewer retention rates and engagement levels—key metrics for marketing success. These findings suggest that MSMEs can leverage emerging technologies to differentiate their promotional content in a competitive digital marketplace [13][14]. Case studies further reinforce the multifaceted benefits of motion graphics in promotions. Pratama *et al.* (2022) and Rizal *et al.* (2021) demonstrated how motion flat design and animation serve as effective tools for organizational marketing, a concept readily applicable to small businesses aiming to enhance brand recognition and loyalty. Serdin *et al.* (2020) also emphasized the utility of 2D motion graphic animations as promotional media, while Yunita *et al.* (2022) showcased motion graphics techniques' adaptability across diverse product categories, such as homecare items. Additionally, capacity-building initiatives, such as digital marketing workshops discussed by Saprudin *et al.* (2022), underscore the importance of equipping MSMEs with the skills to adopt these innovative strategies effectively [3][4][5][6][7].

While not directly related to motion graphics, the analytical frameworks discussed by Aswati *et al.* (2017) in the context of information system design using the Zachman Framework offering valuable insights into structured approaches to digital tool implementation. Such methodologies can inform the strategic integration of motion graphics into broader digital marketing plans for MSMEs, ensuring alignment with business objectives and operational capabilities [8]. Motion graphics represent a dynamic and versatile tool for MSMEs seeking to enhance their online promotion strategies. By leveraging their ability to simplify complex information, foster engagement through interactive content, and incorporate emerging technologies like 3D animation, small businesses can significantly improve their market visibility and effectiveness. The combination of structured development frameworks like MDLC, insights from prior case studies, and a focus on technological innovation

provides a robust foundation for MSMEs to craft compelling promotional narratives. This multifaceted approach not only resonates with target audiences but also establishes a competitive edge in today's digital economy. This is evidenced by the diverse applications and successes documented in the literature.

3. Research Method

This study adopts a mixed-method approach by integrating interviews, observations, and literature reviews to collect comprehensive data, with the Multimedia Development Life Cycle (MDLC) serving as the primary framework for designing promotional media for Metro Snack, a MSME specializing in banana chips in Metro City, Lampung. In-depth interviews were conducted with Mrs. Susilowati, the owner of Metro Snack, using a semi-structured format to ensure flexibility in exploring critical insights about the business's history, production processes, marketing strategies, and challenges. These interviews, supported by a digital voice recorder and written notes for documentation, focused on understanding the banana chip production process. They assessed traditional marketing methods, identifying digitalization potential, and pinpointing the product's competitive advantages. As the sole respondent, the business owner provided essential primary data. This data was subsequently analyzed using thematic methods to uncover key patterns aligning with the research objectives.

Direct observations were also conducted at Metro Snack's location on Jalan Lumba-Lumba No. 50 Yosodadi, East Metro, Metro City, Lampung, to gain a first-hand understanding of the operational environment. The purpose was to document the complete production process of banana chips—from raw material selection to packaging—while evaluating the physical setup of production facilities and equipment. Additionally, the observations aimed to identify visual elements suitable for highlighting in promotional media. A digital camera was used to capture images and videos, alongside structured observation notes to systematically record findings. This ensured a detailed and visual foundation for content development.

Complementing these primary methods, a thorough literature review was conducted to establish a theoretical basis and contextualize the study within existing research on motion graphics and digital promotion for MSMEs. Data were sourced from academic journals, articles, and prior studies, including Yunita (2022), who demonstrated the effectiveness of motion graphics in homecare product promotion; Oktavia (2019), who applied flat design for a school profile; Julfia *et al.* (2023), who highlighted interactive animations for Jonggol Coffee MSMEs; Serdin *et al.* (2020), who achieved high social media engagement with 2D animations; Rizal *et al.* (2021), who validated motion graphics for STMIK AKBA promotions with high feasibility scores; Susanto (2022), who created animated ads for "DungJes Coffee" using accessible tools; and Pratama *et al.* (2022), who utilized minimalist flat design for STMIK Dharma Wacana promotions. These studies collectively affirm the transformative potential of motion graphics in enhancing MSME marketing efforts.

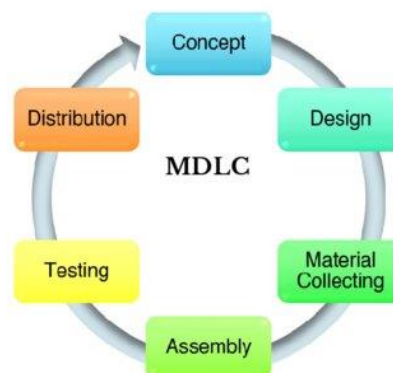


Figure 1. Multimedia Development Life Cycle

The design and development of Metro Snack's promotional media follows the Multimedia Development Life Cycle (MDLC) methodology, as outlined by Riyanto (2015), which comprises six systematic stages: Concept, Design, Material Collecting, Assembly, Testing, and Distribution. In the Concept stage, the goal was defined as creating an engaging motion graphics video to introduce Metro Snack's banana chips to teenagers and young adults active on social media, with distribution planned across various digital platforms. The Design stage involved detailed planning, including storyboard creation to depict the production process. It also involved visual design of graphic elements like logos and culturally relevant backgrounds, and audio design with cheerful music and informative narration. During Material Collecting, essential digital assets such as product photos and logos were gathered using Canva to support animation development. The Assembly stage

integrated all components into a cohesive video using tools like Canva for visuals, FlipaClip for 2D animations, and CapCut for editing and combining elements with audio. Testing ensured quality through Alpha Testing, reviewing scenes, transitions, and sound for errors, while the final Distribution stage involved releasing the video on platforms starting with Instagram (@metro_snack_) and evaluating user feedback and engagement metrics (likes, comments, shares) to refine future content. This structured MDLC approach ensures the motion graphics video is visually compelling and strategically aligned with Metro Snack's marketing goals. It leverages digital tools to boost brand visibility and market reach.

4. Result and Discussion

4.1 Results

The promotional media designed to introduce Metro Snack's banana chip products was created using motion graphic techniques. The development process involved several multimedia software tools, namely Canva for designing logos and visual elements, FlipaClip for animating production steps, and CapCut for combining videos with effects, transitions, and background music. The development stages followed the Multimedia Development Life Cycle (MDLC) method, which consists of the following six phases.

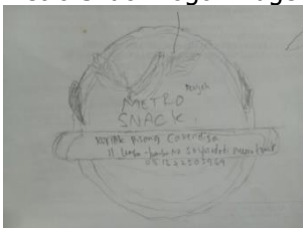
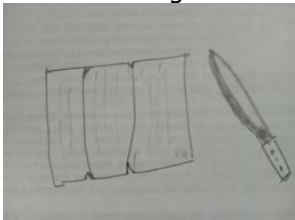
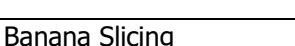
4.1.1 Concept

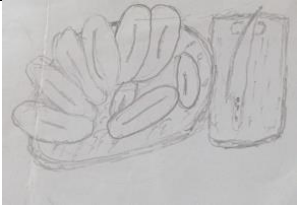
This initial stage aimed to define the core concept of the promotional media. The concept focused on introducing Metro Snack products, including information about banana chips, the production process, product advantages such as flavor variety and quality of raw materials, and how to order the products. Visual elements like logos, icons, and characters were designed to reflect Metro Snack's identity with a visually appealing and professional approach.

4.1.2 Design

The design phase began with creating a scenario or storyline that outlined the promotional message. A storyboard was developed as a visual guide, encompassing eight main scenes: (1) Metro Snack logo, (2) Main ingredient (banana), (3) Production process from peeling to packaging, (4) Offered flavors, (5) Banana peeling, (6) Banana slicing, (7) Frying, and (8) Flavor addition. The promotional media storyboard is presented in Table 1 below.

Table 1. Promotional Media Storyboard

No	Storyboard Image	Description
1		The Metro Snack logo is circular with blue, red, yellow, and green colors on a banana leaf, reflecting the freshness and richness of the product.
2		The bananas used for banana chips are kepok bananas and jackfruit plantains.
3		The peeling process is done meticulously to maintain quality.
4		Bananas are thinly sliced for a crunchy texture.

		
5	Banana Frying	Banana slices are fried until golden.
		
6	Draining Banana Chips	Chips are drained to reduce excess oil.
		
7	Flavor Addition	Flavors are added to create a variety of favorites.
		
8	Packaging	Banana chips are ready to enjoy with hygienic and attractive packaging.
		

4.1.3 Material Collecting

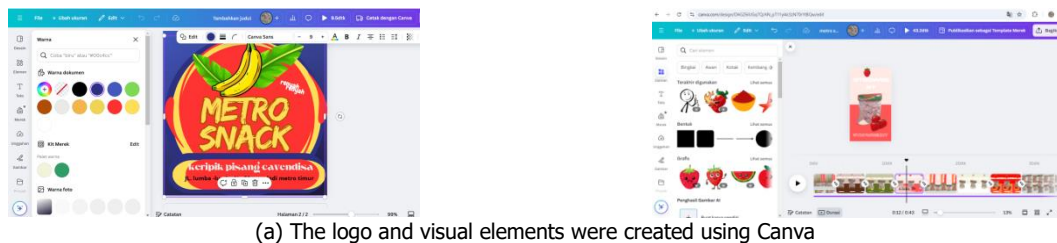
The materials used included images of bananas, production tools (knife, stove), and packaging, as well as illustrations of flavors such as strawberry, balado, melon, chocolate, and milk. All these materials were processed to create visual elements consistent with the promotional concept. The images, covering bananas, stoves, knives, and flavor illustrations like strawberry, balado, melon, chocolate, and milk, are displayed in Figure 2 (promotional media materials).



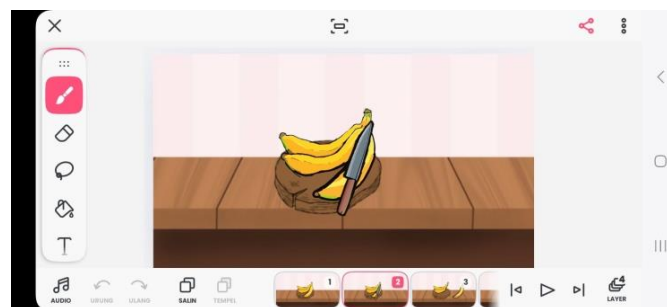
Figure 2. Promotional Media Materials

4.1.4 Assembly

At this stage, the process of designing promotional media for Metro Snack banana chips was carried out through several steps using various applications. Logo creation and motion graphics were done in Canva with an attractive design that reflects the product's identity. Next, the production process was illustrated through dynamic animations using FlipaClip. The final stage involved video editing in CapCut, where all elements were combined, and visual effects, transitions, and background music were added to produce an engaging and professional promotional media.



(a) The logo and visual elements were created using Canva



(b) The steps of the production process are illustrated through dynamic animation using FlipaClip

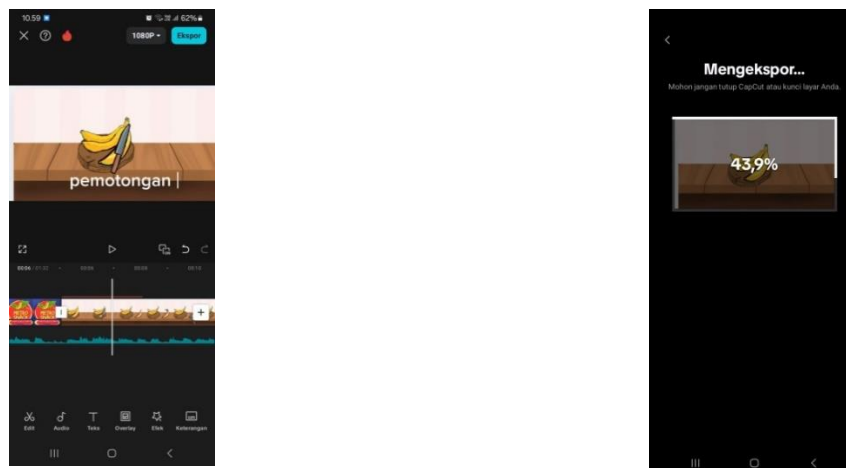


Figure 3. All Elements are Combined in CapCut, Complete with Visual Effects, Transitions, and Background Music

4.1.5 Testing

Testing was conducted to evaluate the feasibility and quality of the promotional media. This process involved simulation on a mobile device (Samsung A05) to ensure compatibility, message clarity, and visual appeal. Documentation of the testing process can be seen in the Samsung phone gallery used during testing.



Figure 4. Documentation of the Testing Process with the Samsung Cell Phone Gallery

4.1.6 Distribution

The 1-minute 32-second promotional video has been uploaded to Instagram (@metro_snack_). The distribution plan will be expanded to other digital platforms such as Facebook, YouTube, and TikTok to reach a wider audience. Documentation of the post on Instagram (@metro_snack_) is shown in Figure 7. The video has received 12 likes and 13 comments from the audience. Based on feedback from the owner of Metro Snack, the distribution of this video has contributed to an increase in product sales.

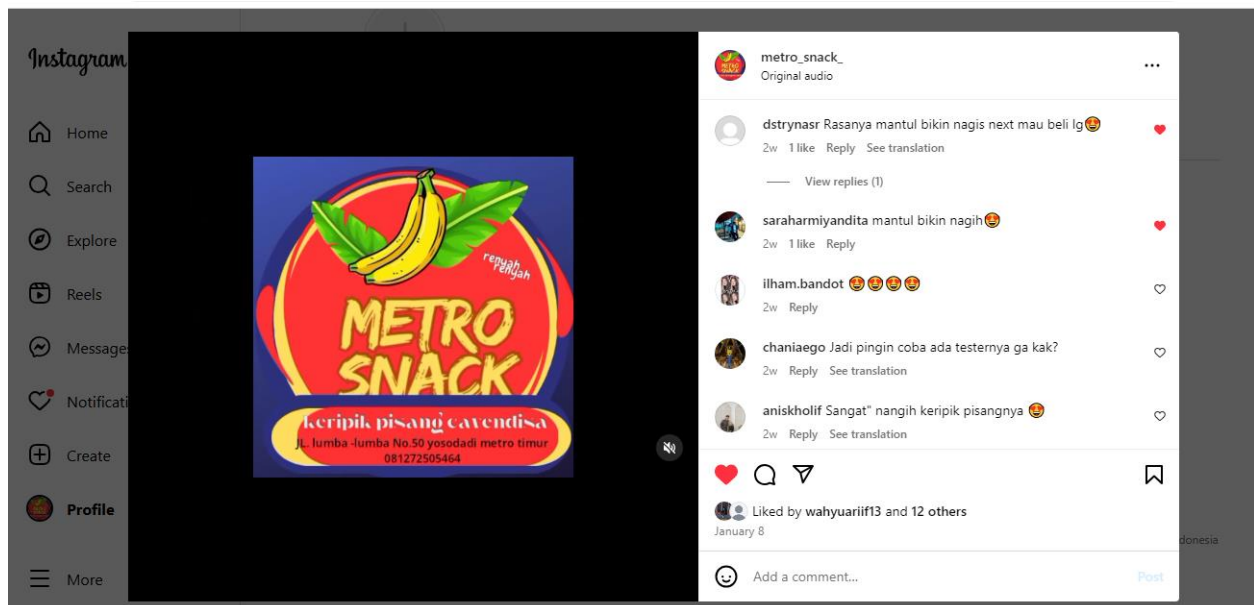


Figure 5. Documentation of posts on Instagram social media (@metro_snack_)

4.2 Discussion

Digital promotion strategies utilizing motion graphics hold significant potential for small and medium-sized enterprises (SMEs), as demonstrated by the case study of Metro Snacks. This case exemplifies the effective use of a structured multimedia production methodology, specifically the Multimedia Development Life Cycle (MDLC), to create a compelling promotional video for their banana chip products. The development process incorporated accessible and user-friendly tools such as Canva for designing logos and visual elements, FlipaClip for animating production steps, and CapCut for video editing, resulting in a 1-minute 32-second video that successfully engages potential customers [15][1]. The video effectively highlighted key aspects of Metro Snack's offerings, including the raw materials (bananas), the detailed production process (from peeling to packaging), and the variety of flavors available (strawberry, balado, melon, chocolate, and milk), thereby

delivering informative content crucial for capturing consumer interest [16][2]. The promotional video was initially distributed through Instagram (@metro_snack_), where it garnered 12 likes and 13 comments, indicating early audience engagement. Plans are in place to expand distribution to other digital platforms such as Facebook, YouTube, and TikTok to reach a broader audience [17]. Feedback from Metro Snack's owners revealed a direct correlation between the video's distribution and an increase in product sales. This underscores the impact of engaging visual content on consumer behavior [18][16][4]. To further enhance the effectiveness of their digital promotion strategy, Metro Snack could adopt comprehensive evaluation methods. Conducting surveys or interviews with the target audience would provide quantitative insights into the video's impact on brand awareness and purchase intentions [19]. Such data could guide the strategic deployment of motion graphic content across diverse digital platforms, offering deeper observational insights into audience engagement patterns [5].

Moreover, incorporating interactive elements into future promotional content, such as quizzes or Augmented Reality (AR)-based simulations, could significantly enrich viewer experience and engagement [20][6]. Actively involving viewers in the content improves retention and conversion rates. The methodology applied in this case study—utilizing accessible software and a structured development process—can serve as a replicable model for other SME aiming to leverage motion graphics for product promotion, especially in competitive and emerging digital landscapes [21][11]. The theoretical foundation of these findings can be strengthened by referencing international studies on digital technology innovations, providing a broader context for the marketing strategies employed [22][23][12]. This approach helps in understanding the evolving dynamics of online marketing and its practical applications for SMEs. The structured use of multimedia production methodologies, combined with tools like Canva, FlipaClip, and CapCut, empowers SMEs with limited resources to create high-quality promotional media and expand their market presence [24][3]. The success of Metro Snack's promotional video not only serves as a blueprint for their ongoing marketing efforts. It also offers valuable practical implications for other SMEs seeking to adopt digital technology-driven approaches for market expansion and competitive positioning in an increasingly dynamic digital landscape.

5. Conclusion and Recommendations

This research successfully demonstrates that the application of the Multimedia Development Life Cycle (MDLC) method in designing promotional media for Metro Snack MSME products has resulted in an effective marketing video. The design process utilized Canva for creating visual elements, FlipaClip for animation, and CapCut for video editing. This culminated in a 1-minute 32-second video that is both engaging and informative. The video highlights the strengths of Metro Snack's banana chips, showcasing the raw materials, production processes, and the variety of flavors offered. This promotional content was initially distributed through Instagram (@metro_snack_), where it received 12 likes and 13 comments from the audience, indicating early engagement. Plans are in place to expand distribution to other platforms such as Facebook, YouTube, and TikTok. Feedback from Metro Snack's owners confirms that the video's distribution has directly contributed to an increase in product sales.

For further development, this study recommends several strategic actions: conducting surveys or interviews with the target audience to assess brand awareness and purchase intention after viewing the video, as well as expanding testing on a larger scale to evaluate the impact across various electronic media platforms; integrating interactive elements like quizzes or Augmented Reality (AR)-based simulations to enhance audience engagement; encouraging other MSMEs to replicate this method by adopting motion graphic techniques for product promotion, particularly on emerging online platforms; and enriching the research with additional references from relevant international journals focused on digital technology innovation in MSME promotion. Practically, this research offers valuable guidance for other MSMEs to leverage digital technology-based approaches to market expansion. The structured application of the MDLC method, combined with affordable tools like Canva, FlipaClip, and CapCut, enables MSMEs with limited budgets to produce high-quality promotional media. By implementing the above recommendations, this research can serve as a robust foundation for the development of digital-based promotional media in the MSME sector, ultimately enhancing the competitiveness of local products in broader markets.

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