

ABSTRACT

Jordy Djafar (625110133)

VIDEO DESIGN OF PROMOTION LOCKDOWN INDONESIA

The work of this thesis background with the development of real-life games escape room in Indonesia. This game is very liked by people, especially adolescents and adults. By because it's a lot of games companies both from within and outside the country vying to create game-themed room escape this concept different story and creative in accordance with the appeal of each customer. One of the games in Singapore recently opened one of the games that have the concept of escape room named Lockdown. Lockdown has the concept of a good story and interesting to create a writer interested in the theme of this being the final task writer. This game can also provide insight to consumers about creativity, logic, social, and give satisfaction. This design goal is to Make a promotional video that has clear information about what it Lockdown, using the storyline is interesting and easy to understand people.

The authors use the library approach, field observations, interviews to obtain the required data. The author conducted 2 surveys as the main intake of data design. After that the author sorting data in get then discussed points that need to be obtained so that the concept can be made well.

Keyword : Video, Promotional, Escape Room, Games