

## **INTISARI**

Skripsi ini membahas tentang pembuatan video " Solo Ngangeni" yang mencampurkan animasi 2D serta video live action. Video ini bertujuan untuk mempromosikan pariwisata Kota Solo serta budaya Jawa kepada warga luas. Tata cara riset yang digunakan merupakan kualitatif serta kuantitatif. Informasi kualitatif diperoleh lewat observasi, wawancara, serta riset literatur. Informasi kuantitatif diperoleh lewat survei. Hasil riset menampilkan kalau video " Solo Ngangeni" sukses menarik atensi pemirsa serta membagikan data yang berguna tentang pariwisata Kota Solo serta budaya Jawa. Pemirsa membagikan asumsi positif terhadap video tersebut, baik dari segi mutu animasi, video live action, ataupun penceritaan.

Kata kunci: Video Pendek, Solo Ngangeni, Animasi 2D, Video Live Action, Pariwisata, Budaya Jawa

## **ABSTRACT**

*This thesis discusses the making of a " Solo Ngangeni" that combines 2D animation and live action video. This video aims to promote Solo City tourism and Javanese culture to the wider community. The research methods used are qualitative and quantitative. Qualitative informasi were obtained through observation, interviews, and literature studies. Quantitative informasi were obtained through surveys. The results of the study show that the video " Solo Ngangeni" succeeded in attracting the interest of viewers and providing useful information about Solo City tourism and Javanese culture. The audience gave a positive response to the video, both in terms of animation quality, live action video, and storytelling.*

*Keywords: short video, Solo Ngangeni, 2D animation, live action video, tourism, Javanese culture*