

## **2D ANIMATION IN AYOSCAN'S BRAND IDENTITY MOBILE APPLICATION**

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### **Abstract**

A brand identity is a source of reputation and credibility for a company that can attract consumers uniquely. Therefore, a strong corporate branding strategy will become a competitive advantage and an essential intangible asset in the company's business processes. One way is with 2D animation, where animation, a brand can convey a message with its product, as well as the Ayoscan mobile application, which tries to display 2D animation into the mobile application in order to get Brand Positioning among users of the mobile application for public transportation payments.

**Keywords:** *Brand Identity, 2D Animation, Mobile Application, Ayoscan*

### **1. INTRODUCTION**

Through the expansion of digitization in the transportation ecosystem line, the Ayoscan mobile application provides accessible transportation payment services with minimal hand-touch technology. From the Commuter Train, MRT, and LRT Jakarta to Trans Jakarta transportation modes, payments can be made easily using the Ayoscan mobile application, designed by PT. Global 7 Technology that carries the tagline New Tech Innovation Startup, the Ayoscan mobile application relies on facial recognition technology in the promotion of the introduction of the mobile application. In addition to reducing hand touch, the Ayoscan mobile application can still be used even if the face is covered with a mask. This feature becomes a power to be known and attract the interest of its users.

Of course, to be known and attract the interest of its users, the Ayoscan mobile application prepares a brand identity so that it can become a positive value in terms of brand positioning of the public transportation payment mobile application when used by its users. The proportion of value positively communicated to target consumers demonstrates its superiority over competing brands. Brand positioning is an important marketing strategy. Consistency in positioning the brand will provide the necessary stability in the relationship between the customer and the brand. A well-crafted brand positioning has three main components: a definition of the target market we want to pursue, a definition of the company's business or industry or the category it competes in, and a statement of critical points of difference and benefits.

One way the Ayoscan mobile application does this is by designing a 2D animation identity for the Ayoscan mobile application. The 2D animation is also a promotional and educational medium for prospective users of the Ayoscan mobile application. 2D animation or motion graphics is considered a more exciting medium for conveying a message, so people are more interested in knowing what information will be conveyed (Wahyudi & Kusuma, 2021). This research hypothesizes how 2D animation significantly affects brand identity and image formation on the Ayoscan mobile application.

## **2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

There are many previous studies on animation in mobile applications. However, no specific research focuses on the effect of animation on brand identity, specifically on mobile applications. Previous research mainly focused on animation as a medium of learning through mobile applications, increasing engagement through UI animation, or animation as a communication medium.

Some examples of research on animation in mobile applications are Hadi Wijaya's research entitled Animation Effectiveness for E-learning With Progressive Web APP Approach: A Narrative Review (Wijaya & Abbas, 2018). This research contains developing E-learning animation with a Progressive Web APP approach that may be effective.

Ziming Wu's research entitled Predicting and Diagnosing User Engagement with Mobile UI Animation via a Data-Driven Approach (Wu et al., 2020) about a data-driven approach to assisting designers in examining UE issues with their animation designs to avoid impairing UE due to improper designs of animation. Based on the data collected, the researcher then builds a new deep learning model that captures the spatial and temporal features of the animation to predict its UE level.

Research from Daniel Liddle entitled Emerging Guidelines for Communicating with Animation in Mobile User Interfaces (Liddle, 2016). This study compares the current animation guidelines published by major brands with seven design principles proposed by previous studies (solidity, exaggeration, reinforcement, attachment, reluctance, smoothness, anticipation). This study concludes that decades-old design principles can be used to understand and clarify the frequent injunctions to design animation that is "realistic" and "lively."

Research from Nurul Syazwani Ghazali entitled eHelp Prayer 2D Animation Mobile Application (Ghazali, 2021). This study contains the design of prayer guide applications using modern media, namely the mobile app. The animation in this application helps the audience understand the prayer movements that are good and right.

## **3. RESEARCH METHODOLOGY**

This research was conducted on the Ayoscan application, which focused on brand identity and the condition of brand positioning on its influence in maintaining or improving the brand image on the Ayoscan mobile application. The research method uses more descriptive qualitative, where the data is used in the form of verbal and visual data. This approach also looks at the uniqueness, dynamics, and holistic nature around us (Danim, 2003). The use of descriptive research aims to find out how a thing is studied in detail, and researchers not only see the problem itself but also see other variables related to the problem (Gulo, 2000).

Present the study materials, methods, survey, and questionnaire used. Next, the author should explain whether this study is experimental, review, simulation, or survey-based. Next, discuss the software and hardware used during the study with their brand names. Finally, mention all research conditions, assumptions, and theories followed. This section should be easy enough for any reader to repeat the study under similar conditions.

## **4. RESULTS AND DISCUSSIONS**

The discussion of this research starts by describing the brand identity data, brand positioning, and advertising messages, then analyzing the characters and 2D animation design.

### **4.1. Data Description**

#### **A. Brand Identity**

The concept of brand identity was published in 1986 by Kapferer in Europe. The concept of brand identity is more directed at the uniqueness, meaning, value, purpose, and personality and

provides a possibility in a position and competitive advantage in the brand (Kapferer, 1992). Brand identity is also a planned strategy and presentation in advertising that aims to increase a positive image in the minds of the wider audience (Drewniansy & Jewler, 2014).

Provide logical and scientific analysis of the study's findings—present evidence to support analysis by citing the work of earlier researchers or existing theories.

In building a strong brand, there are four (4) underlying elements to strengthen the brand identity of a product, namely: one (1) Brand Name, two (2) Logo or graphic display of the brand name that has characteristic values to reflect the company's image, three (3) Slogans Brand slogans play a unique and special role in creating brand identity, four (4) Brand stories that can be a force in the life of a company (Kotler & Pfoertsch, 2006).

The logo for Ayoscan is displayed in a bold, green, italicized sans-serif font. The letters are thick and slanted to the right, giving it a dynamic and modern appearance.

Image 1. Ayoscan Logo  
(Source: Ayoscan Mobile App)

This logo above uses a type logotype with clear legibility. The Ayoscan mobile application tries to introduce a simple, unique company image that tends to be relaxed. This logo is very clearly illustrated in the Ayoscan mobile application when viewed from the use of the logo.

## B. Brand Positioning

Positioning is a way a product or product is defined by consumers based on several specific attributes that consumers think of relative to competing consumers. Positioning means trying to place the product in the minds of the targeted customers in such a way. To obtain a unique and superior position can be obtained from various differentiations. In theory, positioning puts forward many elements of communication. As for brand positioning, it is an action taken by marketers to create an image of the product and the things they want to offer to the market, which has succeeded in obtaining a clear and meaningful position in the minds of its target consumers (Kasali, 2011).

For the mobile application, Ayoscan is a new payment application with technology that minimizes the touch of the human hand. Because the application appeared during a pandemic, it must try to get the proper positioning among the public using public transportation. Explaining with 2D animation is one way the Ayoscan mobile application uses to make the product's image acceptable to the public or users.

## C. Ad Message

In advertising messages, there are several approaches to influencing audiences (Widyatama, 2007): One (1) Rational appeal, the content of the message given uses a logical or rational basis. Advertisers prioritize the use of rational considerations over other considerations. Two (2) Emotional Appeals, the content of advertising messages is more subjective than logical, so advertisers play more in the realm of emotions or feelings of the audience. The depiction of the content of emotional advertising messages on artistic values such as beauty, beauty, prestige, lifestyle, joy, sadness, fear, anger, and the like are included in the field of emotional appeals. Three (3) Normative / Ethics Appeals, the content of the message with normative values is relatively broad in scope. Normative standards exist in the culture of the community, so the content of a normative message is more ethical than what is believed by the community.



Image 2. Ayoscan ad  
(Source: <https://bit.ly/3y6WzPk>)

The advertising message is conveyed in the 2D animated video of the Ayoscan mobile application. This innovation is developed with technological advances so that the application can be used to pay for public transportation such as KCI, MRT, LRT, and Trans Jakarta quickly, even though they are still wearing face masks. Furthermore, the face recognition technology can read the face's shape and eyeballs so that users can automatically enter the gate of public transportation without having to show their face. This convenience is offered in the Ayoscan mobile application when travelling.

#### 4.2. 2D Character Analysis

The 2D animation in the Ayoscan mobile application video shows the character of a man with a flat illustration style and the appearance of a young executive worker who is technology literate.

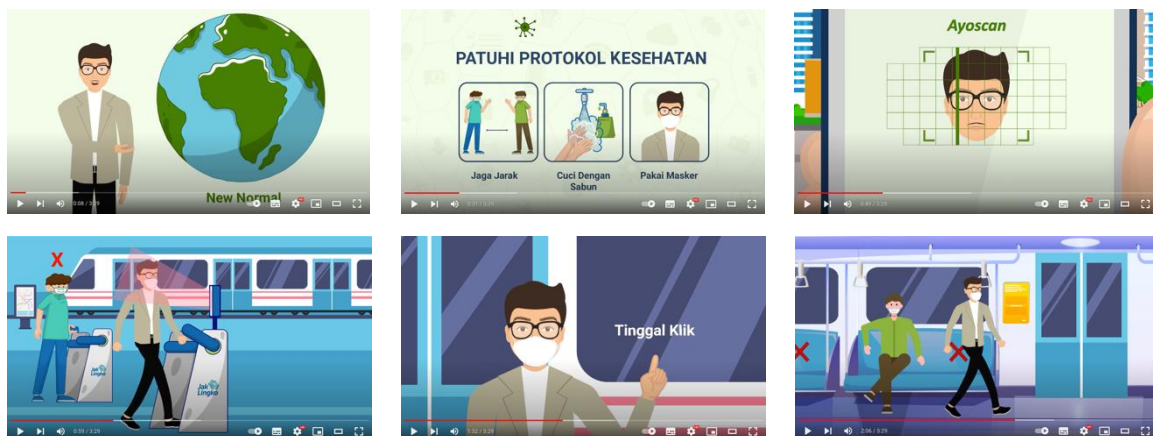


Image 3. Ayoscan character  
(Source: <https://bit.ly/3y6WzPk>)

In the movement shown in the animation above, the working technique uses motion tween animation or animation that is usually used to make animated objects move (from one position to another), rotate, and change the scale size (Munir, 2012).

Meanwhile, the appearance of the characters shown in the 2D animation video of the Ayoscan mobile application reflects an educated character seen in the glasses that are used, as if it shows a person who likes to read and is knowledgeable. Therefore, this animation can make the brand identity of the Ayoscan mobile application that the application is intended for people with neat personalities, who are educated and competent workers.

#### 4.3. 2D Animated Video Analysis

Animated video is a moving image that can use sequential images and be manipulated to look as if the image can move (Suwarsono, 2017). To analyze the information presented in the Ayoscan

2D Mobile Animation Video, the author uses a questionnaire distributed via google form with the following link: <https://bit.ly/3y7grlv>. There are 116 respondents with an average age of 20-24 years, as much as 84.5% producing the following information:

No	Questions	Description	Evaluation					Description
			1	2	3	4	5	
1	Clarity of information delivery in Ayoscan Animated Videos	Less	-	-	6%	51,7%	42,2%	very clear
2	Clarity of audio and narration conveyed	Less	-	2,6%	16,4%	42,2%	38,8%	very clear
3	Illustration of the characters featured in the Ayoscan Animated Video	Bad	-	4,3%	15,5%	50,9%	29,3%	very good
4	Supporting illustrations such as background sets and icons in the Ayoscan Animation Video	Bad	-	3,4%	13,8%	51,7%	31%	very good
5	Timing of movement Illustration on animation Video Ayoscan	Bad	-	6%	20,7%	43,1%	30,2%	very precise
6	Color match in Ayoscan Animated Videos	Not suitable	0,9%	3,4%	8,6%	51,7%	35,3%	very suitable
7	Dramatization of movement in Ayoscan Animated Videos	Not suitable	2,6%	6%	30,2%	37,1%	24,1%	very suitable
8	Acceleration and Deceleration of Character Movement in Ayoscan Animated Videos	Not suitable	0,9%	6%	23,3%	51%	25,9%	very suitable
Highest Percentage						✓		

Table 1. 2D animation analysis mobile application Ayoscan  
(Source: Author's analysis <https://bit.ly/3y7grlv>)

From the table above, the assessment for the AyoScan 2D mobile application animation on a value of 1-5 is the most dominating score of 4. On average, it is sufficient to explain to respondents that the animation is quite visually relevant, both the animated background, colour suitability and the advertising message presented. The graph below shows a percentage of the questions in table one (1).

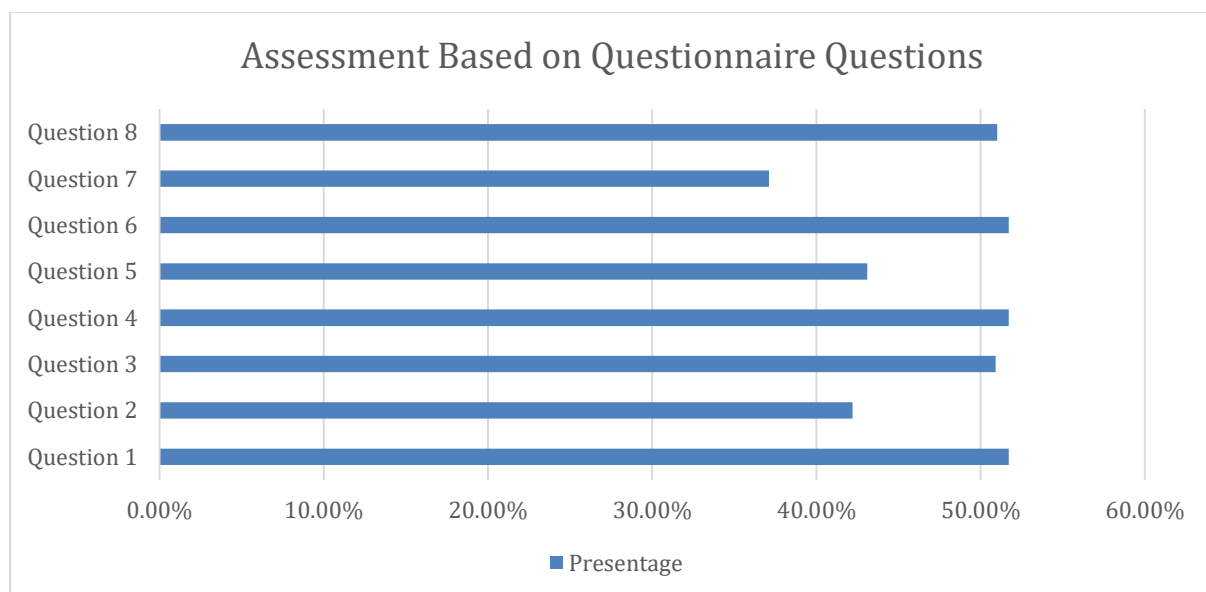


Table 2. Graphical view 2D animation analysis mobile application Ayoscan

(Source: Author's analysis <https://bit.ly/3y7grlv>)

#### 4.4. Discussion

The Ayoscan mobile application is already available on the Playstore and Appstore. It can also be used as material for studies related to design to user experience so that the brand identity has been formed and then creates a brand positioning with the identity in the Ayoscan mobile application.

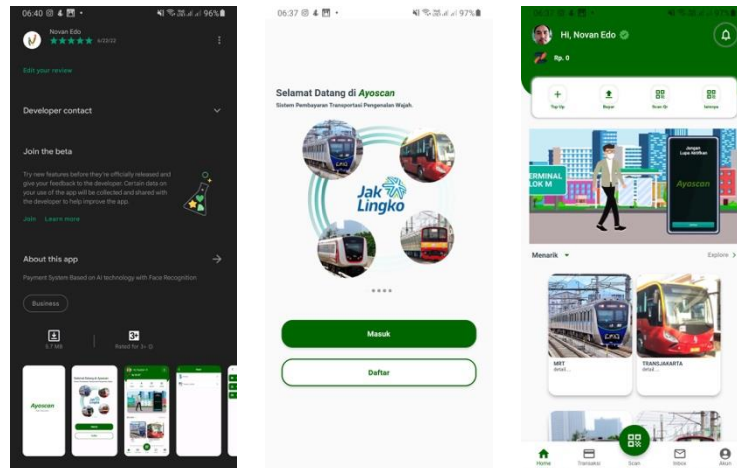


Image 3. Ayoscan Mobile Application  
(Source: Google Playstore)

2D animation videos designed in the Ayoscan mobile application are implemented into a mobile application. Plus, the logo and colours that are the identity of Ayoscan are also applied to the mobile application. So that branding will be more vital, and the message conveyed will be easy to reach users. In addition to the animated graphics created in the 2D animated video, the mobile application also applies a loading animation design effect in the form of a text scanner effect to give the image that this mobile application works with face recognition scanner technology.

#### 5. CONCLUSION

From the description of the data and the questionnaire results in the discussion above, the authors conclude that 2D animated videos can influence the brand identity and positioning of the Ayoscan mobile application. The clarity of the advertising message becomes the formation of a brand identity that has a positive and significant impact on the attitudes of users and respondents of the Ayoscan 2D mobile application animation video.

#### LIMITATIONS AND STUDY FORWARD

This research is certainly far from perfect and cannot cover all aspects and problems. However, this research can raise the potential for further in-depth research in the future. In addition, suggestions for fellow researchers are expected to further develop with previous research evidence from the concepts studied that brand identity and 2D animation have a simultaneous or joint effect on forming brand image values and user attitudes. Finally, suggestions for practitioners or designers of 2D animation to further develop existing variables with different samples and more samples to be used so that conclusions can support pre-existing theories and concepts can be obtained.

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