

Utilization of Animation as Media Marketing Communication in Increasing Interest Visits To Tourism Destination of West Sumatera Province

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Abstrac. This study discusses the use of animation as a marketing communication medium in increasing the interest of visiting the tourist destinations of West Sumatra Province. The purpose of this study is to describe how the implementation of the use of animation media conducted by the Department of Tourism and Creative Economy of West Sumatra Province. in increasing interest to visit the West Sumatra tourist destinations and describe the interest of tourists see the media animation marketing communication tourism. The research method used is qualitative descriptive with informant research determined by purposive sampling and snowball sampling. The final result of this research is Tourism and Creative Economy of West Sumatera Province in promoting tourist destinations using various marketing communication media, one of them through animation media. Utilization of this animation is the right media in providing great opportunities in the promotion of West Sumatra tourist destinations, because the media animation is innovative, creative and interesting. Utilization of animation aims to provide information to introduce and promote tourist destinations for the level of visiting to various tourist destinations of West Sumatra increased. This animated communication media in the making is always innovate and creative in displaying animation that interesting and inspiring sense of like, and love for domestic and foreign tourists who see animation of West Sumatra tourist destinations.

1. Introduction

Indonesia is an archipelago country that has the potential of such an extraordinary nature, the diversity of flora and fauna, archaeological remains and historical heritage, culinary tour, as well as arts and culture, all of which is a resource and capital in the development and enhancement of tourism. The capital and resources must be utilized optimally through the holding of tourism that aims to advance the State of the economy. Tourism managed by Nice and right can attract tourists nusantara and foreign tourists to visit tourist sites that are required by each country to be able to increase the economy of tourism region.

Presiden Republic of Indonesia Mr. Jokowi stated, Indonesia has many tourist destinations that can attract a lot of foreign tourists. But in fact the number of foreign tourists to visit Indonesia less than Malaysia and Thailand. According to Jokowi, the low number of foreign tourists to visit Indonesia because the infrastructure is not yet adequate and packaging tourism products less attractive. This must soon be addressed if it is to developing Indonesia's tourism. Jokowi stated, the Government has conducted various attempts to fix this. Even tourist destinations Indonesia has now been promoted in various countries in the world.[1]

Some natural attractions in Indonesia are very diverse, one of them is natural attractions in West Sumatra, which are very rich in natural attractions such as Padang Beach and Gandoraih Beach in Pariaman, Carocok Beach in Pasaman, Maninjau Lake and Lake Singkarak, as well as tourism historic like Janjang Seribu, Goa Goa and Jam Gadang in Bukit Tinggi, Pagaruyung Palace in Batu Sangkar and

several other places in West Sumatra. All of these tourist attractions greatly affect the increasing number of domestic tourists and foreign tourists in the ease of obtaining information through the media.

Increasing the number of tourists visiting tourist destinations in West Sumatra, the West Sumatra Provincial Tourism Office has the field of creative media development in the media, design and science and technology as well as the field of tourism marketing which has duties and functions in media-based human resource development, design and science and technology and tourism promotion. Both fields are very influential in providing information and promotion of tourism objects in West Sumatra to domestic tourists and foreign tourists. With the development of media-based human resources, design and science and technology as well as tourism promotion can facilitate the Tourism Office in providing information and promoting tourism to people who are looking for tourist destinations in West Sumatra.

The large number of promotional media found by the public such as brochures, newspapers, magazines, radio and television advertisements and other social media makes people feel less interested and look ordinary because of the rapidly growing communication technology. By utilizing communication technology and the use of interactive media which is currently much loved and favored by children to adults, namely animation media.

Animation that was only used as an entertainment medium has now developed into a broader media, such as used for promotional media. West Sumatra Province Tourism Office in utilizing animation as a promotional medium by holding an animated film competition for young people who are innovative and creative in creating animated stories with the theme of Minangkabau culture. The existence of the animated film facilitates the West Sumatra Provincial Tourism Office in promoting various tourism in West Sumatra, such as animated film Piapi-Animation Pacu Itik Raih which won 1st place in 2016. [2]

This is also supported by the opinion of the West Sumatra Provincial Tourism Office not only promoting tourism through websites, pamphlets and other mass media, but also with animated shows. It is expected that with this animation, tourism in the Province of West Sumatra is increasingly famous. This was conveyed by the Secretary of the West Sumatra Province Tourism Office, Mr. Karnalis to Padang Ekspres Newspaper, on the sidelines of the 2016 animated film competition. "We will promote West Sumatra tourism with interesting animations. Of course, the purpose of promoting through animation is not only for promotion, but also for the space for creative industries to develop," he said. He said, the West Sumatra Provincial Tourism Office also invited young people who are creative and innovative to create interesting animations to promote tourism in West Sumatra. In addition to space for young people to be creative, it also opens up greater employment opportunities for animation makers. The Head of the Division of Creative Economy Development in the Media of Design and Science and Technology of the West Sumatra Province Tourism Office, Aprimas said the animation competition which was held began with an animation workshop March 28-30 2016. Where the 1st place won by Piapi Animation was Piai. The second winner was Kolilur Rahman Hendrata with the title Pesona Sumbar, Champion III Arisman with the title This Is Minangkabau.[3]

From the background of these problems, it is necessary to establish a new and unique marketing communication media such as the use of animation media in promoting tourism in the region. The existence of marketing communication media in animated films can make it easier for tourists to get interesting information and make it easier for the West Sumatra Provincial Tourism Office to provide information to tourists about tourist attractions in West Sumatra.

2. Theory and method

2.1 Animation Media as a Tourism Marketing Communication Strategy

The increasingly fierce competition in the business world has caused marketing strategy to become one of the most important parts of every business field, especially when information technology is developing so rapidly that it encourages the development of new marketing disciplines and concepts. Marketing is now better known as a knowledge based society that has changed the position of communication as the heart of marketing activities (Matari: 2008) in Pascarani (2012: 4). Even marketing in the information age today is marketing and communication, both of which have never

been separated (Etaswara, 2008) in Pascarani (2012: 4).

The target of marketing communication is not to sell products, but the target is customer knowledge of the product so that potential customers know and understand the product. It could be after the prospective customer knows the product he did not buy because of other considerations, but the information and knowledge that has been obtained from the marketing communication process is a future investment for a company that runs integrated marketing communication, because prospective customers who fail to buy the current product with knowledge complete about a product, he will buy a product that he has known later when he needs it (Bungin, 2015: 59-60).

Likewise the use of animation media in carrying out tourism marketing communications, will change customers in this case tourists become "agents of knowledge" who will tell others and other potential customers about tourism products in an area in terms of this research is tourism marketing communication marketed by the Tourism Office of West Sumatra Province. So that the West Sumatra Provincial Tourism Office does not need to pay more for the tourism marketing communication process because it already has knowledge investment in tourists as potential customers, through an animated media process about destination places in West Sumatra Province in marketing communications that have been conducted.

The main focus of marketing is to sell products to consumers, because with all existing sales channels, a seller (marketer) must be able to sell products to people. To achieve successful sales, in marketing recognize the concept of 4P (product, price, place and promotion) in (Bungin, 2015: 54-59), namely: 1). product (product) must have the character and advantages as a specific character that distinguishes our products from other products. In this study, the marketed product is a tourist attraction in West Sumatra Province which has a destination brand as one of the halal tourist destinations in Indonesia. 2). price is the quantity, quality and value given to a product, service and value itself. Prices offered in tourist destinations in West Sumatra are quite cheap and affordable prices and convenience to reach the tourist sites. 3). Place (place) is where goods are sold so as to make it easier for people to get the marketed goods. The place of the product must be close to the prospective buyer so that it makes it easier for the buyer to get the product. Places from tourist sites close to prospective buyers become one of the attractions in marketing. Tourist destinations in West Sumatra can be achieved with various existing facilities such as tour guides and transportation to go to tourist destinations in West Sumatra. 4) Promotion (promotion), products from tourist destinations must be promoted in marketing communication, because of promotions that introduce products to tourist destinations to many people, both private and public. Product promotion from West Sumatra tourist destinations is through animation media.

Promotion is all forms of communication used to inform, persuade or remind people of products produced by organizations, individuals / households. Promotion is one of the determinants of the success of a marketing program. Understanding the impact of promotion on consumers is that consumers must first be exposed to information. Then they must enter into promotional communication and understand its meaning. Finally, the knowledge, meaning and trust gained about the forms of promotion they receive will be integrated with other knowledge to create brand attitudes and make purchasing decisions (Pascarani, 2012: 7).

2.2 Concepts of Interest in Marketing Communication

The concept of interest in the AIDDA model is the psychological process of the audience. Based on the AIDDA concept for audiences to take action, first they must be raised attention as the beginning of successful communication. If communication attention has been raised, it should be followed by an effort to foster interest, which is a higher degree of attention. Interest is a continuation of attention which is the starting point for the emergence of desire to do an activity that is expected by the communicator. There is only desire in the communicant, for the communicator does not mean anything, because it must be continued with the coming of a decision (decision), namely the decision to act (action) as expected by the communicator (Thill & Bovee, 2007) in (Bungin, 2015: 47)

The importance of mass media in communication is to maximize the role of messages in communication. In marketing, the role of mass media is very important as a marketing message catalyst. This communication process becomes maximal when the mass media is used as a medium in the process of delivering the message, as is done in advertising through mass media with all existing advertising variants. Likewise the communication process in conveying information about tourist destinations in West Sumatra Province which uses animation media as a tourism marketing communication media in West Sumatra. By utilizing this animation media can make it easier to convey tourist destination information easily by uploading animation about characters in West Sumatra.

2.3 Brands of West Sumatra Travel Destination

Brand is everything, brands are not logos or symbols, brands are value indicators offered to customers. A brand is an asset that creates value for a customer. By strengthening satisfaction and loyalty, brand is the result that is run on the product. So a strong brand is a powerful product marketing tool (Bungin, 2015: 57).

The concept of West Sumatra tourism destinations has long been thick with the nuances of Islam as stated "Adat Basandi Syarak, Syarak Basandi Kitabullah" (Adat based on Religion, Religion based on the Book of Allah) and "Syarak Mangato Adat Mamakai" (Religion determines, custom uses). West Sumatra also has many tourist objects and Islamic museums with the support of amenities such as mosques and mosques, and even some old mosques which are the main attraction. In addition, West Sumatra is also the birthplace of several Minangkabau Ulama as well as National Islamic leaders such as KH Agus Salim, Ahmad Khatib Al-Minangkabawi, Buya Hamka, Rasuna Said, Tuanku Imam Bonjol and many more. Other supporting factors are hospitality accommodation and other types of accommodation, most of which are equipped with prayer rooms, Qibla direction, prayer devices, the Koran and of course halal food. [4]

With the existence of a strong West Sumatra brand with Islam, it can be a special attraction for Muslim tourists both domestic tourists and foreign Muslim tourists. carrying the theme of West Sumatra is halal tourism will improve tourism promotion to be better supported by facilities and infrastructure and ease, speed of accessing information and ease of transportation to be able to get to the place of tourism.

2.4 Research Methods

The approach used in this study is a descriptive qualitative approach. Descriptive research is research that describes a symptom, event, event that occurs at the present time. This is based on the consideration that researchers want to understand, examine in depth and explain the material studied in the study. In this study, the author wants to examine the use of animation media as a marketing communication medium in increasing interest in visiting West Sumatra tourism destinations by the West Sumatra Provincial Tourism Office.

Data collection techniques that I use in accordance with descriptive qualitative research methods are 3 data collection techniques namely observation, in-depth interviews and documentation techniques.

2.5 Research Informants

The informants in this study are:

a. Main Informant. The main informants in this study were several authorized officials from the West Sumatra Province Tourism Office. The informant in this study uses snowball sampling technique, where the sampling technique is done where the sample is obtained through a rolling process from one respondent to another respondent.

b. Key Informant. The key informants in this study were several domestic tourists and foreign tourists who saw animation media and visited West Sumatra Province. The informants in this study used purposive sampling, which is one of the non-random sampling techniques in which the researcher determines his own sampling by setting specific characteristics that are in accordance with the research

objectives desired by the researcher so that it is expected to answer the problem of this research.

2.6 Research Location

The research was carried out at the Tourism Office of West Sumatra Province. This location is located at Jalan Khatib Sulaiman No. 7 Padang West Sumatra and the location of tourist informants visiting the West Sumatra Province. This research was conducted in December 2017 until August 2018.

3. Results and discussion

The tourism service of West Sumatra Province has several fields including Marketing, Creative Economy, Tourism Destination Development and Human Resources. In the section on Creative Economy according to Law No. 23 of 2014 discusses specifically the ins and outs of the Creative Economy section which has 16 sub-sectors that must be developed including Animation and Visual Communication Design. In this case the development of products from community works such as animation. In the field of animation the work that has existed since the establishment of the 2015 Creative Economy Agency is in the form of the implementation of the use of animation media carried out by the Department of Tourism and Creative Economy of West Sumatra Province which in 2016 held an animation film competition which began with 28- March 30, 2016. With the holding of the animation contest, the winner was Piapi Animation with the title Pacu itiak. Second Place Winner Kolilur Rahman Hendrata with the title Pesona Sumbar, Champion III Arisman with the title This Is Minangkabau.

As a Creative Economy in charge of utilizing products from the public, the Marketing Department of the West Sumatra Province Tourism Office utilizes these products to be marketed in tourism. This is also in accordance with the Regulation of the Head of the Creative Economy Agency No.1 / 2015. Article 94 explains that the Marketing Deputy has the task of formulating, establishing, coordinating, and synchronizing policies and programs for developing branding, promotion and publication of creative economic products at home and abroad. [5]

The emergence of a community that is active in the work becomes the spotlight and attention of the government. Because of the small potentials of the community seen by the government so that the existence of the Creative Economy Agency provides a forum for collecting and introducing the wider community to the work in several communities throughout Indonesia. This is also in line with the words of the President of the Republic of Indonesia, namely Mr. Joko Widodo to continue to produce creative and innovative works as he was the initiator of the idea to establish this Creative Economy Agency. Creative and innovative work is a very valuable resource compared to natural resources that can run out because they are always used every time. With the role of government as the Creative Economy field can help in terms of supporting quality human resources, capital that can be used and marketing communication strategies with all these potentials can be used optimally so that they can create creative works in order to boost the welfare of the Indonesian people who start marketed these creative products to the international market.

Judging from the opportunities for animation and human resources that exist in West Sumatra, and the existence of the Creative Economy Agency that has been established since 2015, which has conducted a survey to record the creative economic actors in several cities in West Sumatra that show that the economic majority this creative from 16 sub-sectors is more dominant in 3 sectors of 16 creative economic sub-sectors namely Culinary, handicraft, and fhasion. So these 3 sectors are a priority for the future carried out by the Tourism and Creative Economy service in developing the economy of the community. this does not exclude other subsectors. Likewise, surveys in other provinces in Indonesia show that the survey results are almost the same in the three sub-sectors that become a priority, while the lack of animation according to Mrs. Agustin as the Human Resources Development and Business Protection Section at the West Sumatra Tourism Office. (interview July 23, 2018)

Using the media in tourism marketing communication makes it easier for this agency to find the desired tourists by using the strategy carried out by the West Sumatra Tourism Office in increasing the number of tourists visiting West Sumatra Province by looking at the market. Which is to study the market profile

of tourists, as we pursue the target of visiting tourists from Malaysia and we do not sell Mentawai because the type of tourists from Malaysia is not to Mentawai. Well, if you want to sell Mentawai, we have to sell to tourists from Australia. Because the interest of tourists from Malaysia is more like shopping at tourist destinations, as well as tourists from China who turned out to prefer sea / nautical and originated according to Riza as the Marketing Section team at the West Sumatra Tourism Office. (interview July 16, 2018)

Using a specific strategy in marketing communication by knowing the profile of tourists can sell products of tourist destinations that they have. By getting to know a number of tourists, for example from Europe and Australia, by first knowing the will of the tourists, what they want and what they promote. So instead of promoting what we have then we promote, this is a wrong promotion. With this strategy that is carried out on tourists so that interest in visiting tourist destinations in West Sumatra increases.

According to Riza as a team in the West Sumatra Tourism Department in utilizing animation media as a tourism marketing communication media does not have its own animation for marketing West Sumatra tourism destinations. Honestly, we don't have special animations for tourism promotion. Even in 2015 and 2016 we have animated films but for the use of animation itself in our tourism promotion we are still minimal. But we have a plan in that direction. Media that is often used by the West Sumatra Provincial Tourism Office in tourism marketing communications to this day, still uses social media and online media. And we use these media often compared to the print media or other media that we have. Examples for social media such as cable pickers, Instagram, Facebook from the West Sumatra Provincial Tourism Office. (interview July 16, 2018)

This is very unfortunate where the West Sumatra Tourism Office which has collaborated with the Creative Economy Agency and Ainaki Community (Association of Indonesian Animation and Creative Industries) West Sumatra does not take advantage of opportunities to cooperate in making animation as a tourism marketing communication media. The opportunity to utilize this animation is very large, where a lot of human resources in this case the West Sumatra animation makers who have good expertise in making animation, this is evidenced by the existence of an animation competition in 2016 and producing good works for national standards.

Evidence from the work that has been produced by the animation community in West Sumatra (Ainaki) that successfully raised the local character of West Sumatra can be seen from the works that have been posted on the Ainaki community's Instagram and Facebook, including animations that have been made from the studio. the show of Pandeka, which tells the story of old martial arts and from Piapi Animation, makes an animation about the pacemaker that tells about the tradition of the Minang people who held a duck race. while from Kenaris made an animation about silat and from Sapilin the studio made an animation about the origin of Minang Kabau, and Animated Andalas made about the mourning of mother. all of these animation results have good standards. From the studio, they made an animation of the show of pandeka, which has been recognized in Jakarta, which admires the martial arts movement that is truly martial arts. Interview with Taufik Gusman as Founder of Marawa Studio, Lecturer of Padang State Polytechnic and Chair of the Ainaki Community (Association of Animated and Creative Industries) West Sumatra. (Interview August 13, 2018)

Not running every year the animation festival competition is due to the lack of regional budgeting and different funding budgets in each region. In the field of the Creative Economy sector there are 16 sub-sectors, the running of the animation competition that was held 2 years ago in 2015 and 2016, while there are still many other sub-sectors developed by the Creative Economy in the Sub-Division of the West Sumatra Tourism Office, where this is obstacles. Likewise in terms of making animation that was first made is the character of the animation that will be lifted, creating local characters from an area becomes important according to Mrs. Agustin as the Human Resources Development and Business Protection Section in the West Sumatra Tourism Office. (Interview July 23, 2018)

No animation festival competition activities went on in 2017 and 2018 the previous year ever carried

out in the year 2015 and 2016 by the Tourism Office of West Sumatra Province because of the existence of the problem of funding. This is unfortunate because the years 2015 and 2016 the productivity works Ainaki Community kids West Sumatra looks very nice and also been national champion, working on international projects and also project the national advertising such as advertising Proris made by the Studio, according to Marawa Taufik Gusman (interview August 13, 2018)

Progress of the Ainaki community of West Sumatra this is just training animations which are usually held in Bali. Animation training in West Sumatra on August 10, yesterday. and from the Ainaki Community of West Sumatra was declared champion of the 1 in the creative economy expo Padang city year 2018 at the sweet water Beach yesterday that compete with 16 other subsector of creative economy such as culinary, fhasion and all subsector other creative economy. This is proven because West Sumatra Ainaki win from the presentation and an interesting and innovative concept, according to Taufik Gusman (interview August 13, 2018)

In terms of the use of the communication media to promote tourism marketing tourism destinations West Sumatra which was conducted by the Tourism Office of West Sumatra using media website and some other media. And it depends on the participation of Tourism Office of West Sumatra into the promotional activities of tourism like in Singapore which brought the media in the form of photos, videos to the event and aired there. This became the promotional materials of West Sumatra Tourism Office. Just media animations from this moment can not promote because of the Tourism Office of West Sumatra Province had no. only the video animation which are contested year 2015 and 2016 that utilized the video for publication Tourism Office of West Sumatra Province, according to the Bu Agustin as the team team of human resources development and Protection Efforts at the Tourism Office West Sumatra. (interview 25 July 2018)

While on the drag experienced by the Tourism Office of West Sumatra in utilizing media animation as a media marketing communication in enhancing the interest in visiting tourists to destinations West Sumatra experienced some constraint. among them are the problems that arise in the conduct of regional tourism marketing that exists in Indonesia is how the commitment from Government, community and business agents or those in developing tourism destination tourist attractions get better and develop. So also with the province of West Sumatra, in implementing regional tourism destination marketing communications experience problem, as said by Riza Chandra team as part of the marketing strategy and Brand of Tourism Office of Pariwisata Province West Sumatra (interview 16 July 2018) says that our barriers in the development of tourism is the first, concerning the understanding of the people or tourists who are still minimal. The existence of pro cons, the existence of a case of small cases happening in the destinations in terms of trash scattered about, parking is expensive, and it's a challenge for us, but thank God up to now been a couple destinations places already addressed, such as the coast of Padang. Although there are laws or rules to fix the destinations it is the duty of the county town, but we are obligated to build the province as a district of the city. We have tourist destinations that become icon, and we can't rely on one site only. Since we spoke in the sphere of West Sumatra Province.

Based on the number of tourists visit the archipelago to the West Sumatra Province average 3 cities such as Tanah Datar, BukitTinggi and the southern coast 3 locations which contributed the favorite tourist destinations in the province of West Sumatra. However, Tourism Office of West Sumatra still do efforts to fix these problems include enhancing security at the site of tourism destinations and keeping information on tourist destinations such as price the food, the price of parking at the location visited by tourists sights, to make tourists feel happy and comfortable in order to arise the interest to visit tourist destinations of West Sumatra in the foreseeable future.

Based on data from BPS (Statistics Indonesia) West Sumatra Province the number of foreign tourists who visited the Sumatran Minangkabau International Airport via West (BIM) June 2018 reach 4,549 people, experiencing an increase of 51.53% compared to may 2018 recorded as much as 3,002 people. When compared with June of 2017, foreign tourists in June 2018 experienced an increase of 50.53%. foreign tourists in June 2018 contributes of 0.35% to the total foreign tourists to visit Indonesia (foreigners and National 1,318,028 people. [6]

This shows that the interest of domestic travelers and foreign tourists has increased and stable although numbers were not so much. but has the potential for revenue income is good enough for the region to West Sumatra. By always keeping a good image of the tourist potential and tourist destinations such as culinary, and other sights.

Some foreign tourists and travelers archipelago when looking at animated story about a typical region of West Sumatra that animation is the animated film race results March 2016 conducted by Provincial Tourism Office West Sumatra is feeling happy and love the stories created by the makers of the animated West Sumatra but at least the animation is created so that less can provide interest and interest to see the animation. The reason tourists nusantara and international tourists interested to West Sumatra Province was due to have the hospitality, culinary tourism engrossing, and the event of Tour De Singkarak that had already been successful and world-making West Sumatra Province became a glance of tourists. It can be seen from the influx of West Sumatra Province to 10 best tourism places in Indonesia and become the world's fifth position after France, Italy, Spain and China Bicycle Racing event in the world. The existence of this event make West Sumatra to easily promote its tourism to the national and international levels.

4. Conclusions

Based on the results of this research, then the conclusion can be drawn:

1. animation as a medium of communication Opportunities of marketing of tourism is not well utilized and maximized by the Tourism Office of West Sumatra due to the lack of or limited budget funds while another subsector of Creative Economy must also be in see its potential so that human resources are not only creative advance in one subsector only but to all 16 subsector.
2. The activities of the community of Ainaki (Animation and creative industry association) West Sumatra is currently looking for qualified human resources so that a good and interesting work would have been followed. Looking for quality human resources for national and international animation industry is not easy, it takes time and patience as well as perseverance in providing the best for animation production. The existence of the Agency's Creative Economy has 16 subsector includes that animation has a great opportunity because of creative industries in Indonesia are being voiced by many Government and got a nice support from businessmen animation industry and the animation industry is valued very expensive.
3. not only utilize media animation alone but also other media in promoting tourist destinations in West Sumatra such as photos, videos uploaded on social media and the website of the Tourism Office of West Sumatra still contributes a good for visiting of tourists interest in domestic and overseas visit to West Sumatra as evidenced by the growing number of tourists based on data from BPS (Statistics Indonesia) West Sumatra Province that the number of foreign tourists who visit to West Sumatra, Minangkabau International Airport June 2018 reach 4,549 people, experiencing an increase of 51.53% compared to may 2018 recorded as much as 3,002 people.

As for advice for this research are:

1. Tourism Office of West Sumatra should always utilize media animation which tells the local character of the various areas in West Sumatra because of this animated media opportunities in the future are very wide open let alone animation makers West Sumatra has been gathered in community Ainaki (Asosiation animation industry and creative) West Sumatra that has the expertise to create animation with the industry standard.
2. animation makers in West Sumatra more enterprising yet make a good animation and innovative than ever before by always given training and formed a team of solid and compact, and the Government must always support the animation community in West Sumatra by providing capital and virtual office space as a place for them to be able to gather together in animation projects in order to produce work of a nice animation.

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