

The Study of Motion Graphic Elements in Promotional Video for Tourism Industry

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ABSTRACT

New digital media has changed how tourism destinations are promoted. It allows for more personal, direct, and engaging ways to connect with travellers. However, many traditional tourism promotional videos rely on outdated style and making it hard to truly capture the uniqueness of tourism spots. This study explores the use of motion graphic elements in promotional videos within the tourism industry, with a focus on growing ecotourism sector. This research employs a qualitative method employed content analysis of six selected tourism promotional videos and this study includes another resource to identify and examine the presence of key motion graphic elements in promotional video, including type 2D and 3D, timing, colour schemes, typography, iconography, and sound. The findings reveal that sound, calming colour schemes and secondary pattern are the most consistently used elements, indicating their importance in maintaining viewer engagement. Tourism promotional video stands out as the most visually dynamic video, incorporating all motion graphic components, and minimal approach. The study concludes that motion graphics significantly enhance the storytelling and promotional quality of tourism promotional videos, and that the strategic use of these elements can improve message retention to keep audiences engaged in today's fast-moving, visually driven world. These findings highlight the future digital marketing efforts within the tourism sector, especially in promoting sustainable and eco-friendly travel experiences that match audience preferences.

Keywords: Motion Graphic Elements, Promotional Video, Tourism Industry.

1 INTRODUCTION

The concept of “motion graphics” was first introduced by John Withney, the well-known animator, in 1960. He used the term to represent a creative style that blended traditional graphic design with movement, turning still images into something much more dynamic and alive. Around the same time, acclaimed graphic designer and filmmaker Saul Bass emerged as a true pioneer in the practical application of motion graphics (Yu, Li, 2008). He became one of the first use motion graphics in his work. His creative style showed how animated visuals could convey mood, enhance storytelling and engage the audience. Because of this, motion design has become a vital tool in visual communication that truly capture people's attention, not only making messages more engaging but also leave a stronger

impression. Today, it's an essential part of digital media, especially in formats like videos, animations, and infographics. These tools don't just make content more visually appealing. With the existence of motion graphic element help convey information more clearly, deepen understanding. By incorporating these elements, we can create creative and engaging promotional videos for ecotourism in Malaysia.

Ecotourism in Malaysia is emerging as a key component of sustainable tourism, promoting environmental conservation and cultural heritage. According to (Hussain, 2022) ecotourism is viewed as preserving and conserving the world's diverse natural and cultural resources. It involves traveling to untouched natural areas in an environmentally responsible way to appreciate and enjoy nature with its rich biodiversity and diverse ecosystems, Malaysia has strong potential to attract tourists looking for authentic nature-based experiences. In today's digital world, effectively promoting destinations is more important than ever. Traditional promotional videos often rely on conventional footage and narration, but modern strategies must capture audience interest in more engaging ways. Promotional videos play a crucial role in conveying a destination's values and appeal. One of the most engaging elements in contemporary video production is motion graphic elements to enhance storytelling and make promotional videos more captivating and entertaining.

Tourism marketing today often leans heavily toward commercial goals, focusing on attracting more visitors and boosting economic gains. But there's a growing recognition of the need for sustainability, prompting a gradual shift in how destinations promote themselves (Hall, 2015). Although terms like ecotourism, sustainable tourism, and green tourism are frequently used as if they mean the same thing in everyday conversation and media, they each serve unique marketing purposes even if their definitions tend to overlap. Ecotourism marketing, in particular, strives to strike a thoughtful balance between delivering a satisfying experience for visitors, protecting the environment, and supporting local communities (Meler & Ham, 2012). Researchers have identified three core aspects when evaluating ecotourism behaviour: environmental conservation, educational value, and contributions to community development (Khan et al., 2022). How tourists choose activities or destinations is often shaped by their perceptions what they believe, feel, or imagine about a place (Khan et al., 2022). These impressions are increasingly shared online, making platforms like search engines and social media essential tools for travellers doing research and for tourism businesses trying to connect with their audiences (Khan et al., 2022).

2 LITERATURE REVIEW

2.1 Motion Graphic Elements

According to (Mansour, 2025) in the modern world of digital media, motion design has become an essential part of today's digital media landscape. Unlike static visuals, which can sometimes fall short in capturing modern audiences, motion design brings messages to life in a way that's engaging, interactive, and memorable. Whether it's used in advertising, educational content, promotional videos, or video games, motion design plays a key role in drawing people in and encouraging them to interact. This research aims to dive into how motion design shapes visual communication and enhances user engagement that looking closely at how animated elements and visual movement can improve how audiences understand and connect with digital content.

Back in the day, motion graphics were something you only saw in film studios, essential for movie and TV production. But as technology evolved, these animations became more accessible and now show up in videos across all kinds of businesses. It turns out there's a good reason for this: our brains are

hardwired to notice movement. It's a legacy of our fight-or-flight instinct—whenever something moves, our attention instantly shifts toward it, because our minds treat it as a potential threat or important cue (Konrath, 2017).

Motion graphics are often chosen because they're effective at capturing people's attention through movement. Essentially, motion graphics are moving images that created by arranging and manipulating visuals in a sequence that gives the illusion of motion. This form of animation relies on digital technology and is often paired with sound to enhance the viewer's experience. Whether it's for education, advertising, or storytelling, motion graphics are a versatile tool used in multimedia projects to make information more engaging and easier to understand. (Wiana, Barliana & Riyanto, 2018). The strategic use of motion graphic elements in promotional videos significantly enhances viewer engagement and message retention. By employing techniques can effectively communicate the exact messages, evoke emotional responses, and create memorable experiences for viewers.

2.1.2 Promotional Video

As Matt Ellis (2019) explains, motion graphics are a powerful way to visually communicate complex ideas. Think of them as a kind of visual aid, especially helpful when dealing with abstract or large-scale concepts that can be difficult to express through words or still images alone. The development of motion graphics in the mid-20th century marked a turning point for graphic design, which had previously focused solely on static visuals. In modern creative work, motion graphic design typically refers to the use of moving text and design elements to deliver messages. It's a versatile tool that can be used to share information, express ideas, and evoke emotions in a way that's both visually engaging and easy to understand.

Social media has emerged as a powerful force behind different elements of the tourism industry (Zeng & Gerritsen, 2014). Leung et al. (2013) pointed out that an analysis of social media metrics can yield valuable insights for tourism professionals and marketers, enabling them to have a firmer understanding of tourists' behaviour and interests. Dionisio et al. (2016) also pointed out that mobile technology is increasingly playing a crucial role in tourism. Mobile apps, in particular, can contribute to the image of a destination and induce more sustainable behaviour of tourists during the planning process. Further, social media continues to grow as a valuable platform for destination marketing, conveying principles of ecotourism, and engaging in better communication with consumers. Through the encouragement of posting personal travel experiences on the web, these sites contribute to raising awareness about sustainability and conservation of nature (Zeng & Gerritsen, 2016).

2.1.3 Tourism Industry

Ecotourism has seen consistent global growth over the past decade as an environmentally responsible form of travel. According to Dargahov, Mammadov, Nuriyeva, and Ahmadov (2023), ecotourism involves actions that protect natural ecosystems, minimize environmental impacts, support local communities, and promote sustainable travel practices. Around the world, ecotourism is widely supported by governments, organizations, and experts who advocate for balanced development that benefits the environment, the economy, and society.

Ecotourism not only encourages biodiversity conservation but also brings economic opportunities to local communities. Despite a temporary decline during the COVID-19 pandemic, the global ecotourism market has expanded rapidly. In the absence of a clear standard for measuring sustainability in tourism, travellers often depend on media and marketing to guide their decisions (Cyrus, 2023).

Today, more people are drawn to the ecotourism movement, with travel bloggers and personal experiences playing a major role in promoting it (Asnawi, 2021). As a result, businesses are constantly exploring new audience segments. Internet marketing has become one of the most powerful tools for promoting sustainable tourism. By using digital platforms, tourism businesses appeal to potential travellers through both emotional messages—highlighting memorable experiences and rational messages that emphasize the quality and operations of tourism services (Hui et al., 2020).

2.1.4 Tourism Industry – Malaysia

In recent years, Malaysia has seen a steady and encouraging rise in its tourism and hospitality industry. Backed by data shared by Prime Minister Mahathir Mohamad, the sector contributed a significant 15.2% to the country's GDP in 2018, it's an increase from 14.1% the year before highlighting its growing role in national economy. This positive trend is evident from both domestic and international fronts, with local tourists generating RM82.7 billion and inbound visitors bringing in RM67.7 billion in revenue that same year (Tourist Satellite Account 2018, 2019). The momentum carried into 2019 as well, with the first quarter alone recording RM21.4 billion in tourist receipts. Its up 16.9% from previous year (Tourism Malaysia, 2019), signalling strong and consistent growth. Beyond the capital, Malaysia continues to be a beloved travel destination for tourist around the world, known for its culture, diverse landscapes, and good hospitality.

Chiu and Yeh (2017) stated that the comparative advantage of the tourism industry can cause overall economic growth. However, economic growth can fail to be caused by tourism sector development if the tourism industry has disadvantage. They further stated that higher tourist receipts and arrival would not necessarily lead to higher economic growth. This may be the explanation for the failure of tourist receipts to stimulate economic growth in certain countries. Capital investment expenditure in the tourism industry is another significant variable that initiates economic growth. Capital investment means that the firm which invested in human capital, land, and technology to further enhance their productivity and profit maximization. Liu and Chen (2016) found recognized that one of the ways to increase the economy is to increase the government's budget in fixed capital investment Kneller et al. (1999) stated that an increase in productive expenditure can contribute a lot of growth. They further recognized that government investment in transport and communication have positive impact on growth.

3 RESEARCH AND METHODOLOGY

The qualitative method was used to collect data for this research. The research design for this study employed content analysis to analyse the elements of motion graphic in ecotourism promotional videos. Content analysis is a research technique that aims to draw dependable conclusion about text or other significant content around them (Krippendorff, 2013). This study contains elements of motion graphics in promotional video. According to (Mansour, 2025) motion design elements, including animation, & visual coordination, are crucial in attracting attention, simplifying complex messages, & improving user interaction with digital content. A total of six tourism promotional videos has been selected as samples for

this study, providing a focused yet diverse range of material to analyse. Specially, Travel Route Planner Animated Promotional Video, Travel & Tourism | Animation Ideas, Motion Graphics -Tourism Malaysia, Animated Video COVID Tourism, Tourism destination region, and Green Tourism Animation Creation for Tourist Attraction. This research aims to explore the use of motion graphics in promotional videos for ecotourism in Malaysia, with the goal of enhancing the quality and impact of tourism industry advertising.

3.1 Research flow and Design Methodology

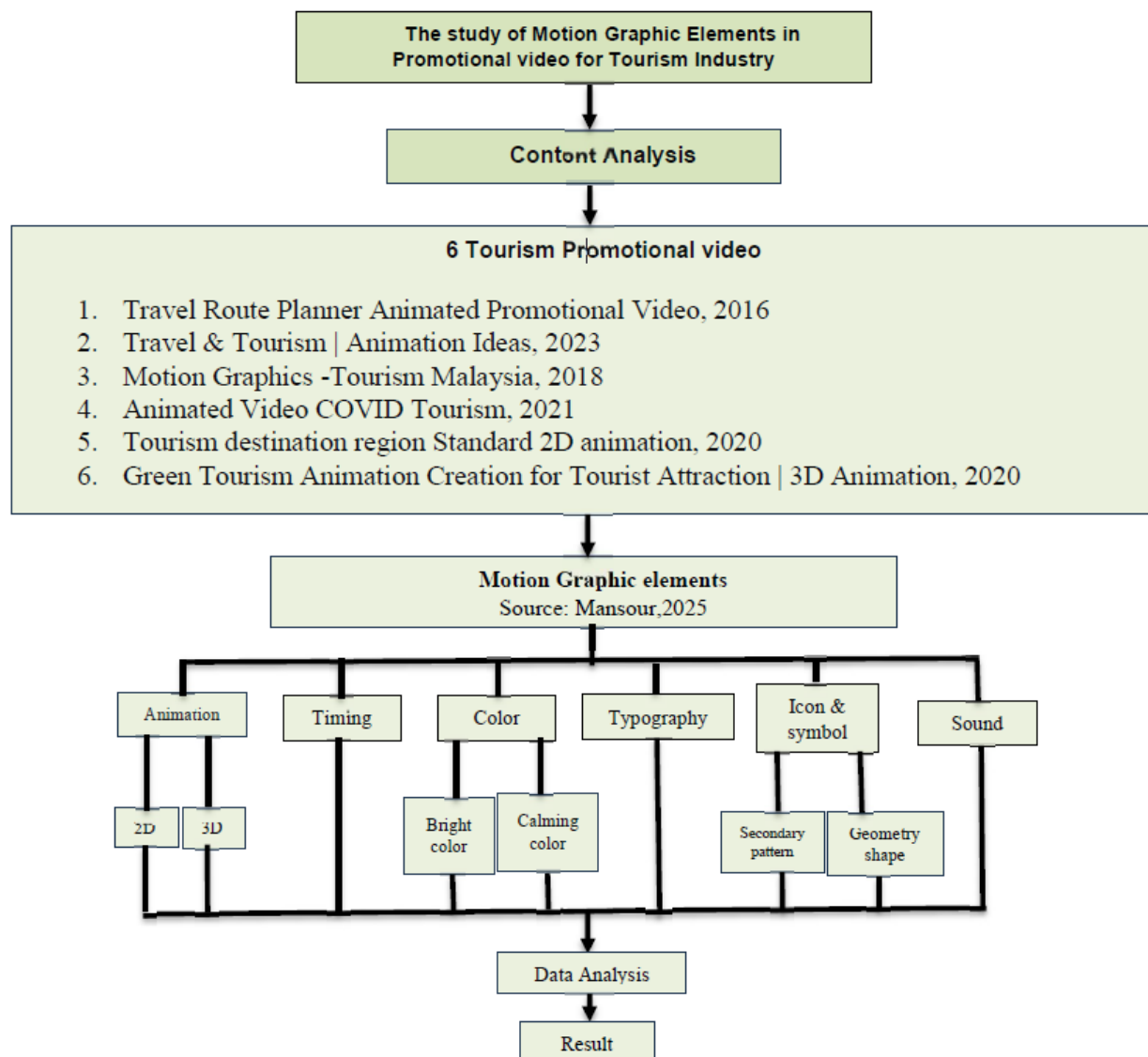


Figure 1 Framework of Study

3.1.1 Selection sample of promotional video

The selection of six tourism promotional videos was made to ensure a manageable yet representative sample size that reflects a variety of motion graphic techniques used within the tourism industry. These videos were chosen based on their relevance, diversity in visual presentation, and accessibility. Each sample offers unique approaches in terms of animated and animation styles, colour schemes, typography, symbolic elements, and sound allowing for a meaningful comparative analysis. Moreover, the selected videos cover a broad range of themes and production styles from standard 2D animations to more complex 3D visuals providing a balanced overview of how motion graphics are applied in real-world tourism marketing. Limiting the study to six videos also enables a more in-depth analysis of each element without compromising clarity or depth in the findings.

	Title	Producer	Released Year	Durations	Video Code
1	Travel Route Planner Animated Promotional Video	Grow Animation Studios	24 July 2016	1:11 Minute	TPV 1
2	Travel & Tourism Animation Ideas	Marcable Solution	18 January 2023	0:18 Second	TPV 2
3	Motion Graphics - Tourism Malaysia	Tourism Malaysia	10 January 2018	1:35 Minute	TPV 3
4	Animated Video COVID Tourism	Big Bear Lake Tourism Management	1 January 2021	3:09 Minute	TPV 4
5	Tourism destination region Standard 2D animation	Madmation Studio	26 October 2020	1:59 Minute	TPV 5
6	Green Tourism Animation Creation Videos for Tourist Attractions 3D Animation	Successu - Politeknik Negeri Batam	18 May 2023	2:41 Minute	TPV 6

3.1.2 Data Analysis

No	Motion graphic elements Video code	Motion graphic elements Source: Mansour, 2015							Sound
		Animation		Timing	Colour scheme		Typography	Icon & Symbol	
		2D	3D		Bright colour	Calming colour		Secondary pattern	Geometry shape
1	TPV 1	✓		✓	✓			✓	✓
2	TPV 2		✓	✓		✓		✓	✓
3	TPV 3	✓		✓	✓	✓	✓		✓
4	TPV 4	✓				✓		✓	✓
5	TPV 5	✓		✓	✓	✓	✓	✓	✓
6	TPV 6		✓	✓		✓			✓

4 FINDING

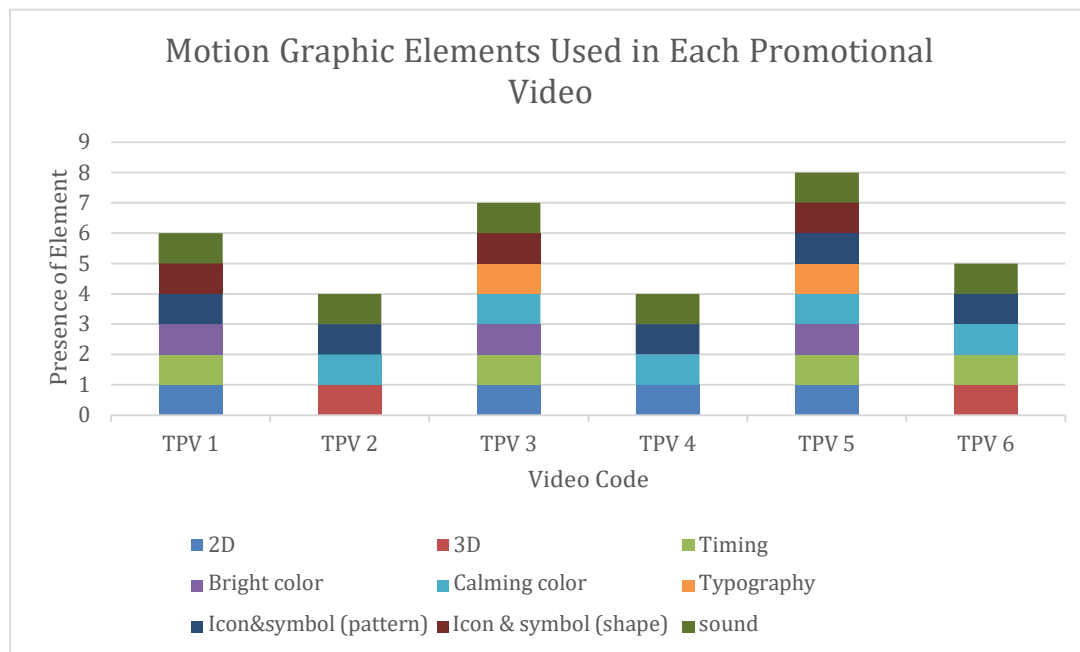


Figure 2 Content analysis for the frequency use of motion graphic element for tourism promotional video into bar chart

4.1 Discussion

The finding of this study analyse the element of motion graphic elements in promotional video for Tourism Industry. The stacked bar chart provides a comparative overview of motion graphic elements used in six tourism related promotional videos (TPV 1 to TPV 6). Each bar represents the variety and presence of visual features such as animated type 2D & 3D animation, colour schemes, timing, typography, sound, and symbolic graphics. A standout observation is that TPV 5 is the most visually dynamic, incorporating all the listed elements, except 3D. This likely reflects an intentional approach to maximize visual impact and engage a broader or more tech-savvy audience. In contrast, TPV 2 includes fewer elements, focusing on 3D animation while leaving out others like 2D visuals, timing, typography and icon and symbol. Interestingly, sound is used across all videos, underscoring its vital role in creating engaging and immersive content. Similarly, the frequent use of bright colours and iconic shapes highlights their importance in attracting viewer attention. Meanwhile, features like calming colours and typography appear to be used more selectively, likely tailored to fit the mood or theme of each individual video.

5 CONCLUSION

In summary, the analysis indicates that sound design, calming colour and visual repetition like secondary pattern are the most frequently used motion graphic elements in promotional videos. This reflects a strategic focus on auditory engagement and consistent visual branding. While foundational elements like 2D visual and timing remain essential, while more complicated features such as 3D animation and typography are used sparingly. These findings suggest that TPV 5 is the effective

promotional videos that prioritize simplicity, auditory support, and rhythmic visuals to communicate their message effectively. The analysis reveals a strategic and varied use of motion graphic elements across the six tourism videos. TPV 3 and TPV 5, leverage the full range of visual techniques to maximize impact, others adopt a more minimalistic approach. Consistent use of core features such as sound and vivid visuals underscores their importance in tourism-related storytelling. These findings highlight the value of tailoring motion graphic elements to match audience preferences and content objectives, ultimately enhancing the effectiveness of promotional media in the tourism industry.

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AUTHOR CONTRIBUTIONS

All the authors have contributed to the paper meticulous.

CONFLICT OF INTEREST

There is no conflict of interests.

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