

ABSTRACT

The design of motion graphics as promotional media for Sanggar Ananda Kawula Muda aims to provide information to the public so that people who have artistic talent are interested in joining Sanggar Ananda Kawula Muda. In this design, a motion graphic video is created that is interesting, communicative and can be understood by the public, especially children and teenagers who have artistic talent but do not yet have information about studios that are suitable for training themselves and developing their talents. Research methods include observation, interviews, questionnaires and secondary data, with data analysis methods using SWOT matrix analysis and comparison matrix analysis. Designing motion graphics on digital media via computers, laptops, tablets or smartphones, on social media YouTube and Instagram via the official Sanggar Ananda account and Aditya Gumay's account. Motion graphics design includes searching for story ideas, storyline, narrative and storyboard. The results of Sanggar Ananda Kawula Muda's motion graphics design are in the form of videos with a duration of 01:30 seconds as effective promotional media that are interesting and easy for the audience to understand to increase brand awareness of Sanggar Ananda Kawula Muda.