

ABSTRACT

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The City of Bandung has many tourist attractions to visit, for domestic and also international visitors. In the holiday season, a majority of tourists are of school age, but the children prefer visiting family destinations to educational attractions. This is caused by the lack of information regarding the attractions' location. Bandung's local government has done various ways to promote the locations of these attractions in Bandung, but as of yet there aren't any unique or interesting information media, specifically targeted towards the educational attraction's destination segmentation in the form of an animated motion graphic. To design this motion graphic, research was conducted in the form of literature, observations, and interviews to identify the phenomenon surrounding these educational attractions directly in the field, which includes determining the target audience. The aim of this research is to design a motion graphic animation to inform the locations of educational tourist attractions in the City of Bandung, and using the motion graphic as a information media appropriate for its relevant segmentation. This design is expected to be beneficial for society as a reference for educational tourist attractions, and also to facilitate those who wish to tour Bandung as well as a information media for the various educational attractions in Bandung.

Key Word : education tourism, motion graphic, Bandung