

ABSTRACT

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The Kemaro Island, is one of the tourist objects that exist in the city of Palembang. Against the background of the name means the drought made the Island as tourist destinations, Musi river in Palembang. With its location is very strategic in the middle of the Musi river makes the island, into an exciting tour, not only that, the Kemaro island has a history and culture that is highly related to the island, But still the lack of promotion is done by the Government in introducing tourism in Palembang. Media information used are still conventional in nature, i.e., in the form of radio and local newspapers. Hence the need for an effective and efficient strategy to promote the island, which provide information that is more informative and communicative. The design includes the use of qualitative methods research as research that generates descriptive data in the form of words written or oral, which includes the study of literature, interviews and observation. Concepts in this final task is to design motion graphic by analyzing the strengths, weaknesses, opportunities and threats that are present on the island. In the presence of motion graphic is expected, Kemaro island tours, becoming tourist destinations River in Palembang and increase the volume of tourists visiting the Kemaro Island.

Keywords: *Kemaro Island, Motion Graphic, Palembang.*