

## **ABSTRACT**

Laurensia, Marcellina. 2016. *Motion Graphic Design to Introduce Lamut The Oral Literature. Final Project. Visual Communication Design Departement. Faculty of Creative Industries, Telkom University.*

*In many of the Banjar's traditional art teaches us about value of life. Lamut is one of Banjar's traditional art that have value about moral life. Unfortunately, technological advances that occurred during this period make it increasingly rare held. Many communities looking for entertainment through their gadgets rather than watching art performances, and then they slowly forgotten the traditional art. Lamut is the art of oral literature which has wealth in it. The contents and ways of delivery of the story is very interesting and unique, so the society in addition to the Banjar can also enjoy especially to those who love literature. In fact, the advances in technology can be an opportunity to introduce Lamut to public, not only for local people. Therefore, there must be a form of information media to introduce Lamut. The design being produced involves a qualitative approach using description as a method encompasses literature studies, interviews, and observations. The media designed is a motion graphic, explaining history, types, the show Lamut using intercultural communication as its approach more to its target audience. With this motion graphic, the other community not only by local, are expected to be known Lamut as a valuable literary art.*

**Keywords:** lamut, motion graphic, art, oral literature, Banjar