

ABSTRACT

Increasing the number of natural disasters floods and landslides that occur in Indonesia can be said the main cause is the weather and climate, and rehabilitation efforts are made very little when compared with the amount of damage that has occurred. But all that can be overcome and diminished by humans, it's just that humans are still less concerned about the environment. This case involves all levels of society, but here the initial cause is the village community in the upstream area. The author conducted a study using qualitative methods and SWOT analysis to find out the real problems that occur in the rural environment. Ineffective information media is the cause of the lack of community participation to engage in environmentally friendly activities that can help land rehabilitation and soil and water conservation. The existing problems can lead to the conclusion that it is very necessary once the community is given information related to soil and water conservation. The way to disseminate the information is by making the media information in the form of motion graphic that invites the community to conduct soil and water conservation activities. The media is designed to help raise awareness and change people's mindset about the importance of protecting the environment including conducting soil and water conservation activities for welfare and reducing the impact of floods and landslides

Keywords: conservation, motion graphic, multipurpose tree