

ABSTRACT

Bandung Regency is one of the areas in West Java that has a very low level of Fish Consumption or AKI compared to other regions in West Java. The low number of AKI is caused by several factors, one of which is the lack of public knowledge about the benefits and good nutrition contained in fish meat, especially for children. Children are the main target because they are assessed by the Office that most needs nutrition from fish. This prompted the government from 2014 to make the Gemarikan Campaign. This campaign has a less effective way of delivering, therefore they need informative and communicative media, namely Motion Graphic Video. The research method used for data collection includes observation, interviews and literature. For the analysis method using comparison matrix analysis. After getting conclusions and solutions to the existing problems applied through making a motion graphic video containing the Gemarikan Campaign. The purpose of this design is to produce communicative and informative media for the community and children specifically.

Keywords: Bandung Regency, Gemarikan Campaign, Motion Graphic Video.