

DESIGN OF MOTION GRAPHICS AS INFORMATION MEDIA FOR CONSCIOUS WOMEN TRAFFIC IN BANDUNG CITY

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Making this Motion Graphics Work is for the graduation requirements of grade of Visual Communication Design (DKV) at Telkom University, Bandung. In addition to graduation requirements, it is also for information on social services to the community in Bandung to find out infographics about traffic violations in the city of Bandung.

This study aims to convey a message to the people of Bandung to obey the rules of traffic and always be careful when driving, especially women. The reason the authors make women who are driving motorbikes and cars as research subjects is because we often encounter both adult women and teenagers who ignore safety and signs especially on roads that are rarely monitored by police officers. Also supported by various proofs in the form of various videos and news spread on the Internet related to the problem in question. This is dangerous for other people and the driver in question. This research involved an official interview from the Head of Lantas Polrestabes Bandung, and interviews with women who drove. In addition to the interview the author also made observations at various points in the city of Bandung and there was also data on official traffic violations for the period 2016 to 2017 from the Head of Lantas Polrestabes Bandung.

All data that has been obtained by the author is applied to motion graphics animation. Motion graphics enrichment applied by the author is the use of artist-style flat design named Marco that we can meet in the gigantic web. Store, social media and youtube. The appearance of simple animation and infographics will be easy to understand, especially the target audience, namely women who drive in the city of Bandung.

Keywords: Works, Motion graphics, Traffic, Bandung, Women, Violations, Vehicles, Police, Signs, Safety.