

ABSTRACT

**DESIGN OF MOTION GRAPHIC AS INFORMATION MEDIA OF KUKANG
JAWA IN BANDUNG**

by

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Javan slow loris is one of Indonesian's endemic species that be a characteristic of Java. But now, the condition of the Javan slow loris is endangered. Natural damage and illegal trade be the main factor that cause population of Javan slow lorises keep decreasing. If looking at the many information media was exist today, it should be able to increase the possibility for the public can receive information about Javanese slow lorises more broadly. But which happened is the information about Javan slow loris was very limited, starting from information about Javan slow loris itself and about the factors that caused the decline of the Javan slow loris population. This causes the existence of Javan slow lorises to be increasingly forgotten by the society, especially in Bandung. With the problem was mentioned before, it will be the main basis of this research. The final results of this design are expected to increase public awareness of Indonesia's endemic animals, especially for Javan slow lorises.

Keywords : motion graphic, Javan slow lorises, Bandung.