

ABSTRACT

Devina, Atika Rahma. 2019. *Designing Motion Graphics as a Persuasion Media to Overcome Quarter Life Crisis in a Young Adult Phase 21 to 25 Years in West Java Visual Communication Design Courses. Creative Industries Faculty Telkom University.*

In its development in every phase of life, humans will always improve their abilities and with no exceptions in the young adult phase, they want an improvement too. In this phase a problem occurs, both internal and external to someone who is facing it. This problem is referred to as the life crisis quarter. quarter life crisis is a response when people determining the turning point in life, in this case, the transition between the young adult phase and the adult phase. The identity of the crisis will give rise to various types of reactions, ranging from questioning to differences with over time which will turn into depression, lack of public understanding of quarterly life crisis. The design of this work uses a qualitative method, wherein the collection of methods to be used in this work is observation, interviews, questionnaires, literature studies, and visual literature. the end result of this design is expected to give information about signs and solutions of a quarter-life crisis.

Keyword: *motion graphic animation, quarter-life crisis, young adults*