

ABSTRACT

Aini, Anisa N. 2019. *Design Of Motion Graphic About Leptospirosis Disease For People In Bandung City*. Thesis. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.

During the rainy season, the city of Bandung often experiences flooding. As a result of the flood caused various kinds of diseases. Leptospirosis is a zoonotic disease caused by bacteria Leptospira which attacks animals and humans. Head of the Department of Disease Control and Environmental Health of the Bandung City Health Office, Susatyo Triwilopo, explained that from the beginning of the year to the present, three residents of Bandung City had been exposed to leptospirosis. Human groups in terms of age who are susceptible to this disease are small children and the elderly. Because, the immune system of young children has not been immune, while the immune system of the elderly has begun to decreased. In terms of work, the cleaning staff is the most vulnerable to being infected with the bacteria Lepstospira. Nowadays, animation is an entertainment medium that is deeply felt by the citizens. The designer uses the qualitative analysis method of the case study approach. The designer will make a motion graphic about Leptospirosis disease to convey information. The use of motion graphic is very in line with the topic using the form of infographics. In addition to interactive media, motion graphics can be a science for people who do not know about Leptospirosis.

Keywords: *Leptospira, Animation, Motion Graphic.*