

## ABSTRACT

Irfan, Muhammad. 2019. *Designing Information Media to Introduce Maritime Tourism in the Selayar Islands Regency in South Sulawesi through Motion Graphic Animation for Late Teenagers (18-22 Years-old). Final Task. Visual Communication Design. School of Creative Industries. Telkom University.*

*The maritime tourism sector is a major part of tourism in Indonesia which has a wide sea area and coastline. There are many maritime tourism objects in Indonesia that are widely known by the public, even abroad. However, among the many attractions that exist, there are still other attractions that despite having attractions that are not inferior to other places in Indonesia, but are still not known by the wider community. One of them is Selayar Islands Regency in South Sulawesi, which is not even well known in the South Sulawesi region. Most of these problems lie in the lack of information on the tourists about Selayar. Primarily on potential tourists, around the age of 18 to 22 years. This animated motion graphic was created as a medium of information that would explain the location of Selayar and its accessibility, also the main attractions it offered to prospective tourists. The data collection process is carried out in several stages, starting from observation, interviews, and literature studies. Where the data obtained is then associated with animation and visual theory that suits the target audience, namely the styling of cartoons with simple visuals. The illustration of each object is simplified but still maintains its distinctive structure. This animation is also combined with photographs of the actual location of the tourist attraction, to show the actual visuals of each tourist location in Selayar.*

*Keywords: Selayar, Tourism, Information Media, Motion Graphic*