

ABSTRACT

Sincerely, Faldi Harris. 2020. Designing a Motion Infographic animation

Benefits of coffee for the health of the human body in Telkom University environment. End Task. Visual Communication Design Study Program. Faculty of Creative Industries Telkom University.

Nowadays coffee continues to move, evolved so that it becomes a tradition, where the connoisseurs are reviewing and delving into coffee further and critical of the various details needed to create a delicious and quality coffee dish. This is evidenced by the development of coffee places that are now scattered around the corners of the cities in Indonesia, especially in the area of Bandung and around the campus of Telkom University. However, with the growing place of coffee providers, there are still few people in the area around the university Telkom know what benefits that have coffee for health body. In its design, researchers use several stages of collecting data such as conducting library studies and conducting interviews on several respondents who are experts in the field of health. Data analysis used qualitative descriptive method by concluding existing data into a summary which will be the result of data analysis. The aim of the researcher is to spread the information about the benefits of coffee to health through the digital information media of motion infographics animations so that no more people of Bandung and around the University of Telkom who do not know what benefits of coffee.

Keywords: animation, Motion infographics, coffee, coffee benefits.