

## **ABSTRACT**

*Saktian Syah, Fuad. 2019. Motion Graphic Animation as a Media of Information Regarding the Negative Impact of Consuming Vegetable and Pesticide Fruits for Housewives in Sukabumi Regency. Study Program of Visual Communication Design. Faculty of Creative Industries. Telkom University.*

*Excessive use of pesticides in agricultural production by farmers is one factor in the occurrence of food quality (vegetables and fruits) that are harmful to human health because they are polluted by pesticide residues. Pesticides are used as weapons to protect crops from various pest attacks. The amount of profit that can be obtained from the use of pesticides has encouraged farmers to continue to use pesticides. Although pesticides have a positive impact on maintaining plant growth, pesticides also have negative effects including, if we consume vegetables and fruits that have been contaminated by pesticide residues, it can be at risk of triggering various diseases, such as hormonal disorders, reproductive disorders, mental problems, to deadly diseases like cancer. The public's ignorance of the negative impact of pesticides if consumed through vegetables and fruits containing pesticide residues has encouraged the writer to design multimedia-based information media in the form of Motion Graphic Animation knowledge about the negative impacts of pesticide residues that aims to convey all useful information and educate the public. the goal is to be able to start or resume a healthy life program.*

*Keywords: Pesticides, Health, Motion Graphic Animation.*