

ABSTARCT

Kusumah, Muhammad Wildan Perdana. 2020. Designing Motion Graphic animation on how to appreciate food in everyday life as a Media information for children aged 6-9 years in West Java province. Visual Communication Design Study Program. Faculty of Creative Industries Telkom University.

Food waste that keeps piling up must get the attention of the public. Lack of public attention about things about food waste is one of the causes of food waste that continues to pile up. Food piles that accumulate can have a bad impact on the environment. So it takes community efforts to reduce food waste, by providing knowledge early on by educating children so that they can respect every food they have so that it is not wasted and ends up becoming rubbish, so that it can be applied and become a very habit good when growing up later. Thus the need for appropriate methods so that information on target with existing methods is taught by the local community about how to teach not to throw away leftovers and appreciate food. In this case the authors designed a Motion Graphic Animation as a medium of information about how to respect food and include the effects of food waste on our environment. The design of this work uses qualitative methods where the data collection methods that will be used in designing this work are observation, interviews, and literature studies. The results of this work are expected to be applied by all children in order to help protect the environment from food that is wasted

Keywords: *Motion graphic animation, food waste, how to respect food*