

ABSTRACT

Fadillah, Ahmad Nur, 2021. Motion Graphic Design of Traffic Police Movement as Traffic Education Media. Thesis. Visual Communication Design Studi Program. Faculty of Creative Industries. Telkom University.

This paper is a reflection of the public's lack of understanding about the meaning of traffic regulation movement. There are often of incidents that do not deserve to be shown to teenagers, traffic violations are possibility to be imitated by teenagers in the future. There are a lot of factors that causing teenagers do not understand traffic police arrangements, which is the lack of socialization by the police to teenagers. The purpose of this study is to provide education to teenagers through motion graphic animation videos. The author uses qualitative as a data research method, also uses case studies and communication psychology as an approach. The benefit they get is to understand the meaning of traffic regulation movement. So, it could minimize the possibility of traffic accidents.

Keywords: Traffic Education for Teenagers, Animated Videos, Animation as Educational Media.