

ABSTRACT

Pollution of the oceans by plastic waste is a problem that has not been resolved until now. Plastic waste in the sea is degraded, creating millions of microplastic particles that have toxic effects on living things so that they can affect the ecosystem. Even microplastics that are eaten by marine biota can be transferred into the human body through the consumption process. This will certainly have a negative impact on human life if it occurs continuously. So we need educational media that is expected to increase awareness of how dangerous plastic waste is for the environment. The design method used is a mixture of quantitative and qualitative, with data collection through observation, interviews, and questionnaires. Meanwhile, the analysis was carried out using a matrix analysis model. The result of the design is a motion graphic video that discusses the problem of garbage in the sea and its dangers to humans and the environment so that it is hoped that the audience will be aware of the dangers of using plastic and reducing the use of plastic.

Keywords: Motion Graphic, Microplastic, Plastic Pollution, Educational Media