

ABSTRACT

MOTION GRAPHIC AS INFORMATION MEDIA OF SOUL MEDITATION IN DECRASING QUARTER LIFE CRISIS STRESS

by:

Ni Made Ayuning Dyah Gayatri

1601184028

The transition of teenage to young adult brings a complex change. There are a lot new responsibilities that has to be implemented as an effort of releasing dependence on parents, where not all individuals are ready and capable to deal with the transition. The mental unpreparedness to deal with the transition could arise fear and anxiety and this situation is called Quarter Life Crisis (QLC) which could impact someone to be more passive, and trigger stress and for the worst case it could lead to depression. Spirit of Universal Life (SOUL) is a company based in Denpasar that has a goal to implement humanity activities based on love through meditation as an effort to help people build a better character and free from stress. SOUL meditation could be done online, nevertheless because it has its own uniqueness a media information to help explain the process of SOUL Meditation visually is needed. Using qualitative methods including the data collection methods within this design process are by interview, observation, questionnaire, literature studies, and matrix comparison and SWOT analysis as data analysis method. The design process is focused on motion graphics as media information of SOUL Meditation to decrease Quarter Life Crisis stress. With this design process, it is expected that it could help SOUL to create promotion media as a way of increasing people's understanding on SOUL Meditation.

Keywords: Quarter Life Crisis stress, Meditation, Motion Graphic