

## **ABSTRACT**

**Ventris Ferdiansyah :**

***3d animation for public service advertisement about how important a tree***

Where environmental damage from day to day there is no increase awareness of the human himself. even worsen the situation of the earth. therefore the authors would like to make a public service advertisement about how important a tree, which is expected later on for anyone who see public service ads could be that the author made aware of environmental care, especially care about his tree. Therefore, we can prevent all of the above by plant the tree. The more trees we planted, the more lives we save sentient beings. The Government was making a variety of programs to do the green of the earth to make our earth save, then why dont we to try plant a tree?

Through 3d animation, we hope to increase awareness to add more value to the spectators who watched the advertisement, and may also arise to maintain a sense of environment, one of them by plant the tree. in addition to making advertising 3d animation, the author also makes the other promotional media to supports the main media, such as posters, leaflets, pins, standing character, t-shirts, etc.

*Keyword :3d Animation, public service advertisement, go green, campaign*

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