

PERANCANGAN MOTION GRAPHIC 2D HAK PEJALAN KAKI PADA ZEBRA CROSS

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ABSTRAK

Media promosi di Indonesia khususnya daerah Jakarta terus berkembang secara kreatif dan menarik. Beberapa media promosi mencakup poster, brosur, pamflet, kartu nama, billboard, spanduk, banner, video dan motion graphic. Promosi memegang peran didalam segala bidang, terutama dalam bidang usaha, kegiatan, instansi pemerintah, organisasi, individu, atau perusahaan untuk menginformasikan produk atau jasa yang dihasilkan. Zebra Cross saat sejak dahulu sampai saat ini masih sering terlihat di langgar oleh pengendara, oleh karena itu penulis ingin membuat media promosi motion graphic, sehingga menyampaikan pesan agar lebih efektif dan memperoleh perhatian dari masyarakat, pengendara kendaraan dan pejalan kaki. sebuah video motion graphic yang memuat informasi tentang zebra cross adalah hak pejalan kaki.

MERCU BUANA
Kata Kunci: Hak Pejalan Kaki, Zebra Cross, Motion Graphic

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ABSTRACT

Media promotion in Indonesia especially in the Jakarta area continues to develop creatively and attractively. Some promotional media include posters, brochures, pamphlets, business cards, billboards, banners, banners, videos and motion graphics. Promotion plays a role in all fields, especially in the fields of business, activities, government agencies, organizations, individuals, or companies to inform the products or services produced. Zebra Cross since long ago until now it is still often seen in violations by motorists, therefore the author wants to create a motion graphic promotion media, so that it conveys the message to be more effective and get the attention of the public, vehicle drivers and pedestrians. a motion graphic video that contains information about zebra crossing is a pedestrian right.

Key word : *Pedestrian Rights. Zebra cross, Motion Graphic*