**ABSTRAK**

I Kadek Rus sukadana, 2020, **Media pengenalan aksara bali untuk sekolah dasar kelas rendah berbasis *Motion graphic*,** Tugas Akhir, Program Studi Desain Komunikasi Visual (DKV), STIKI-MALANG, Pembimbing: Drs Sarjono, M.Sn, Co. Pembimbing : Saiful Yahya, S.Sn., M.T

Kata Kunci: Media pengenalan, Aksara bali, sekolah dasar kelas rendah, *Motion graphic.*

Aksara bali sudah menjadi mata pelajaran muatan lokal mulai dari sekolah dasar hingga jenjang Pendidikan menengah guna melestarikan aksara bali supaya tidak mengalami kepunahan, namun aksara bali yang masih menggunakan metode pembelajaran dari media buku merupakan salah satu faktor terhadap ketidaktertarikan akan belajar aksara bali sehingga mengakibatkan berkurangnya minat anak dalam belajar aksara bali, maka dibutuhkan media baru guna meningkatkan minat anak dalam belajar aksara bali yakni media pengenalan aksara bali untuk sekolah dasar kelas rendah berbasisi *motion graphic*.

Media pengenalan aksara bali untuk sekolah dasar kelas rendah berbasis *motion graphic* dirancang melalui tahapan pengumpulan data melalui data observasi, wawancara, dan dokumen. Untuk metode perancangan menggunakan tahap pra produksi, produksi dan pasca produksi.

Hasil akhir dari Media pengenalan aksara bali untuk sekolah dasar kelas rendah berbasis *motion graphic* menghasilkan media pengenalan aksara bali dalam bentuk *motion graphic* sebagai media utama serta media pendukung berupa poster, X-banner dan feet Instagram dan *merchandise*.

Kesimpulan perancangan media pengenalan aksara bali untuk sekolah dasar kelas rendah berbasis *motion graphic* telah berhasil dirancang sebagai media pengenalan aksara bali dengan menggunakan *motion graphic.*

*ABSTRACT*

I Kadek Rus Sukadana*,* 2020*,* ***Balinese script recognition media for low-grade elementary school based on motion graphics****, Final Project, Visual Communication Design (DKV) Study Program,* STIKI-MALANG*, Advisor:* Drs Sarjono, M.Sn*, Co. Advisor:* Saiful Yahya, S.Sn., M.T

*Keywords: Introduction media, Balinese script, low grade elementary school, Motion graphic.*

*Balinese script has become a subject of local content starting from elementary school to secondary education in order to preserve Balinese script so that it does not become extinct, but Balinese script which still uses learning methods from book media is one of the factors for the disinterest in learning Balinese script resulting in reduced interest. In learning Balinese script, new media are needed to increase children's interest in learning Balinese script, namely the media for the introduction of Balinese characters for low grade elementary schools based on motion graphics.*

*The media for the introduction of Balinese script for low grade elementary schools based on motion graphics are designed through the stages of collecting data through observation data, interviews, and documents. The design method uses the pre-production, production and post-production stages.*

*The final result of the media for the introduction of Balinese script for low grade elementary schools based on motion graphics produces media for the introduction of Balinese script in the form of motion graphics as the main media and supporting media in the form of posters, X-banners and Instagram feet and merchandise.*

*The conclusion of the design of media for the introduction of Balinese script for low grade elementary schools based on motion graphics has been successfully designed as a medium for the introduction of Balinese script using motion graphics.*