# **ABSTRAK**

Delya Nabilla Umairoh, 2023. **Perancangan *Motion graphic* Pentingnya Sterilisasi Kucing untuk Menstabilkan Populasi Kucing**. Tugas Akhir, Program Studi Desain Komunikasi Visual (DKV), STIKI – MALANG, Pembimbing: Subari, Co. Pembimbing: Rahmat Kurniawan

Kata kunci: *Motion graphic*, Sterilisasi Kucing, Menstabilkan, Populasi Kucing, Media Edukasi

Populasi kucing semakin meningkat tiap tahunnya, sehingga mengakibatkan banyak dampak negatif bagi kucing dan lingkungan sekitar seperti banyaknya kucing yang ditemukan kelaparan akibat persaingan makanan dan terluka dikarenakan sebagian orang merasa terganggu dengan keberadaannya. Selain membantu dengan memberi makan atau mengadopsi kucing, sterilisasi kucing dianggap lebih efektif untuk mengatasi masalah ini. Namun, masih banyak masyarakat yang belum mengetahui tentang pentingnya sterilisasi kucing, khususnya bagi pemelihara kucing. Maka dari itu perlu adanya penyebaran edukasi mengenai pentingnya sterilisasi kucing, sehingga dengan *motion graphic* diharapkan pesan mengenai pentingnya sterilisasi kucing dapat tersampaikan kepada masyarakat luas dengan baik. Dari metode penelitian menggunakan *design thinking*, serta eksplorasi konsep dan proses perancangan berupa penggabungan ilustrasi 2D, tipografi, dan audio menghasilkan *motion graphic* yang dapat membantu masyarakat memahami mengenai pentingnya sterilisasi kucing. Hasil penelitian menunjukkan bahwa *motion graphic* dapat menjadi media untuk menyampaikan pesan dengan lebih efisien, menarik dan penyebarannya lebih menjangkau masyarakat luas.

# *ABSTRACT*

*Delya Nabilla Umairoh, 2023.* ***Design Project Motion graphic The Importance of Cat Sterilization to Stabilize the Cat Population****. Final Project, Visual Communication Design Study Program (DKV), STIKI – MALANG, Advisor 1: Subari, Advisor 2: Rahmat Kurniawan*

*Keywords: Motion graphic, Cat Sterilization, Stabilize, Cat Population, Educational Media*

*The cat population is increasing every year, leading to many negative impacts on cats and the surrounding environment, such as an abundance of hungry cats due to food competition and injuries caused by some people feeling disturbed by their presence. Besides aiding by providing food or adopting cats, cat sterilization is considered more effective in addressing this issue. However, there are still many people who are unaware of the importance of cat sterilization, especially for cat owners. Therefore, the dissemination of education about the significance of cat sterilization is necessary, so that through motion graphics, the message about the importance of cat sterilization can be effectively conveyed to the wider community. Through research methods utilizing design thinking, as well as the exploration of concepts and the design process involving the integration of 2D illustrations, typography, and audio, a motion graphic is produced that helps the community understand the importance of cat sterilization. The research results indicate that motion graphics can serve as a medium to efficiently deliver messages that are engaging and have a broader reach among the public.*