

## ABSTRAK

Abdillah Insyafi AJ, 2023. Perancangan *Motion Graphic* Iklan Layanan Pembayaran Pajak Sebagai Media Edukasi Masyarakat Studi Kasus KPP Pratama Raba Bima. Tugas Akhir, Program Studi Desain Komunikasi Visual (S1), STIKI – MALANG, Pembimbing: Dr. Eva Handriyantini, Co. Pembimbing: Saiful Yahya

Kata kunci: *Motion Graphic*. Iklan Layanan Masyarakat, Media Edukasi Pajak.

*Motion graphic* adalah aplikasi yang hingga saat ini terus berkembang, dimana dalam pengaplikasiannya *motion graphic* biasanya banyak digunakan untuk kebutuhan media informasi, intro, outro, iklan promosi, iklan layanan masyarakat, video lirik lagu dan tutorial. Pada KPP Pratama Raba Bima, iklan *motion graphic* masih belum tersedia, sehingga perancangan *motion graphic* iklan dapat menjadi media iklan yang baru bagi masyarakat daerah Bima. Perancangan dimulai dari tahap perumusan masalah, pengumpulan dan analisa data, eksplorasi ide melalui media edukasi (*video motion graphic*) yang berupa ide layout, pra produksi, produksi, dan pasca produksi. Sedangkan untuk pengumpulan data menggunakan observasi, wawancara, dan data pustaka. *Motion graphic* iklan layanan pembayaran pajak yang dirancang ini berdurasi 1 menit yang disebarakan melalui *platform* Youtube dan Instagram. Serta media pendukung seperti *Roll Up Banner*, Promosi Youtube, Kaos, Mug, dan Stiker Whatsapp untuk memperkuat promosi kepada masyarakat. Video *Motion Graphic* dibuat menarik dengan animasi yang berisi pentingnya pajak. Sehingga dengan demikian masyarakat menyadari pentingnya membayar pajak.

## ABSTRACT

Abdillah Insyafi AJ, 2023. *Motion Graphic Design of Tax Payment Service Advertisements as Media for Community Education Case Study of KPP Pratama Raba Bima. Final Project, Study Program Visual Communication Design (S1), STIKI – MALANG, Advisor 1 : Dr. Eva Handriyantini, Advisor 2 : Saiful Yahya*

*Keywords: Motion graphics, Public Service Advertisements, Tax Education Media*

*Motion graphics is an application that continues to grow today, where in its application motion graphics are usually widely used for information media needs, intros, outros, promotional advertisements, public service advertisements, song lyric videos and tutorials. At KPP Pratama Raba Bima, motion graphic advertisements are still not available, so that the design of motion graphic advertisements can become a new advertising medium for the people of the Bima region. The design starts from the problem formulation stage, data collection and analysis, idea exploration through educational media (video motion graphics) in the form of layout ideas, pre-production, production, and post-production. As for data collection using observation, interviews, and library data. This designed motion graphic advertisement for tax payment services is 1 minute long which is distributed via the YouTube and Instagram platforms. As well as supporting media such as Roll Up Banners, Youtube Promotions, T-shirts, Mugs and Whatsapp Stickers to strengthen promotions to the public. Motion Graphic videos are made interesting with animations that contain the importance of taxes. So that people realize the importance of paying taxes*