

## **ABSTRACT**

*Jakarta is the Special Capital Region in Indonesia. It acts many important roles one of which as the center of national economy. Jakarta, 661 KM<sup>2</sup> wide, is inhabited by more than 10 millions. Although ideally, it should be occupied by less than 6.5 millions. This affects Jakarta's crowd that inevitably causes heavy traffic jam daily. The high rate of urbanization and capita growth has contributed to the condition. Citizens of Jakarta are of inborn and outsiders called the urban and mostly are individualists calling their own material instead of the communal. Jakarta becomes the mirage for outsiders to take a leap of faith. It is a shame that they haven't realized and dulled with the thought that Jakarta provides the comfortable peaceful life, as a matter of fact, Jakarta is far from it, for it has become already too crowded. This is caused by a lack of comprehension of Jakarta's complexity. Thus, it is necessary to have an information media that is attractive, and preferably this is in the form of Short Movie, which integrates video and Motion Tracking infographic. In the process, certainly there has to be an analytical reaearch prior, in which I will use the qualitative technique with the method of case study in its approach with pop culture and also the analysis of pattern match. This Short Movie integrating Video and Motion Tracking infographic will tell about the Jakarta's urban with the aim to inform and also give more insights about what is happening in Jakarta to the outsiders. Hopefully this information media can raise awareness and knowledge about life in Jakarta.*

**Keywords :** *Jakarta, Urban, Short Movie, Motion Tracking Infographic.*