

## ABSTRACT

Non-voters is the one politics phenomenon that everyone keep talking about. For some people they are the enemy of democracy and thought that it's a taboo. Little they know that by not voting is their way to expressing their views on politics in Indonesia. Of course there are many other things that causes the high percentage of non-voters. The non-voters percentage is tend to be rising in the last 20 years showing that the people is starting to forget the importance of their vote. Although there are many of them that understand the importance of using their right to vote into a good use, some of them need to be reminded. This is why the author chose to make the animation about the non-voters and the importance of using your right to vote. Through some assessment and researches around the topic and the methods that are will be used, the author is trying to make an animation that can reminds people of the importance of using their right to vote. This animation will be on motion graphic format and made so it can deliver valid information around the topic as entertaining as it can be. Remembering that the first voter is a big percentage of the Listed Voters, this animation aiming at them for its main target audience. Most importantly because they are the one who will shape this country in the future. That's why its really important to get the message across in the best way possible.

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