

ABSTRACT

The city of Banjarmasin in South Kalimantan is experiencing an increase in positive cases of the Corona virus, in order to reduce the rate of transmission, the Dinas Kesehatan Kota Banjarmasin held a mass vaccination targeting hundreds of thousands of people. In the midst of the mass vaccination journey, the spread of misleading information and the public's lack of understanding of the doubts that hindered the vaccination process. As a solution to these problems, a *Motion graphic* was designed to provide information and gain public trust in vaccination. Therefore, there will be data collection from literature studies related to relevant theories, similar media observations and interviews with motion design experts, as well as dissemination to the people of Banjarmasin City. Then a motion graphic design with the title "Don't Be Afraid of Vaccination" is done! which will later be distributed via Youtube media.

Keywords: animation, motion graphics, COVID-19, virus, vaccine