

ABSTRACT

Pariaman City is a city with quite extensive coastal tourism because it is located on the coast of West Sumatra Province. These beaches are Kata Beach, Cermin Beach, Katapiang Beach and Gandoriah Beach which are on the same coastline. Gandoriah Beach is one of the beaches that has a beautiful beach tourist attraction with a beautiful beach panorama. Gandoriah Beach itself is the prima donna of beach tourism in Pariaman City because of the culture and culinary that represents Pariaman City. In 2019 there was a very significant increase in visitors from the previous year but the number was still around local or in-region visitors. In this research and design, the designer aims to produce information and promotion media that can be reached by the wider community, especially those outside West Sumatra by using literacy studies, observations, and interviews, as well as analyzing the data obtained. The media that the designer uses is motion graphics as a medium of information and promotion so that it can be conveyed to people outside the region. The information is illustrated in a simple way that describes Gandoriah Beach and its surroundings but does not eliminate the original essence of the original picture so that the information conveyed can be well received by the audience.

Keyword: beach tourism, Gandoriah Beach, Motion graphic, promotion media.