

## **ABSTRACT**

*Pencak silat Merpati Putih is one of the martial arts known for its "debus" attraction which causes a negative stigma among the public to not only Merpati Putih but other martial arts in Indonesia, there are no occult involve in pencak silat Merpati Putih but there is an explanation behind the attraction. Therefore, the design of this information media was carried out. The method used in this design begins with collecting data through interviews, questionnaires, and literature studies, then a visual content analysis and matrix analysis are carried out. The result of this design is information media in the form of motion graphics about how the attraction can be done by Merpati Putih in the hope of removing the negative stigma and attracting the interest of teenagers to preserve one of the nation's cultural assets.*

*Keywords: Merpati Putih, information media, motion graphic, pencak silat*