

## **ABSTRACT**

*Sunmori (Sunday Morning Ride) is a two-wheeled or four-wheeled riding activity on Sunday mornings, usually this activity is carried out individually or in groups to find fresh air or just looking for breakfast. However, recently, Sunmori's activities have been quite disturbing to local residents. The article is that activities have begun to turn into speeding events on the road or excessive use of noisy exhaust. Therefore, there is a need for information media for teenagers who do this sunmori activity. This information media can contain information related to good driving etiquette on the road. Therefore, the application of motion graphics in information media is very necessary. With the use of motion graphics as a medium of information can be easily understood by teenagers. In addition, in this design, in collecting data, the designer uses a combined method, namely by using the method of observation, interviews and questionnaires. In designing this work, the designer chose teenagers at the vulnerable age of 12-18 years, where at this age, many motorcycle riders still violate the rules. The final result of the process of designing this work is in the form of motion graphic animation media which is expected to provide information and education about driving ethics in Sunmori.*

*Keywords: Ethics, Motion graphic, Teen, Sunmori*