

ABSTRACT

MSMEs in Indonesia have been recognized by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia as an important pillar of the national economy because most business actors in Indonesia are SME owners. However, there are still many MSME actors who cannot develop because they do not understand digital entrepreneurship. Many programs from the government, the private sector, as well as the MSME Foundation have also been established. One of them who is quite active in developing MSMEs is the Wiranesia Foundation since 2017. However, there are still many people and MSME actors who do not know about the Wiranesia Foundation because the information and awareness media about the Foundation and the various programs provided by them have not been maximized. Therefore, the Wiranesia Foundation needs information media that can attract attention, are easy to understand and effective, such as motion graphics. Data collection methods used in this design by using the techniques of observation, interviews, literature study, and questionnaires. Then the data analysis method used is the comparison matrix analysis and also a SWOT analysis. From the results of the motion graphic design, it can be concluded that motion graphics with a slice of life-style rational approach can clarify information about the program and the benefits of the Wiranesia Foundation as a solution to MSME problems with the aim of increasing awareness about the Wiranesia Foundation more effectively and in simpler descriptions.

Keywords : MSMEs, motion graphics, information media