

ABSTRACT

*Many animals in West Java whose populations are threatened with extinction, one of the faunas are the surilis (*Presbytis comata*). Based on the 2015 IUCN red list, this endemic animal is included in the Endangered or Endangered status. Some of the factors that make the population of this animal continue to decrease due to illegal hunting, the shrinking of the surili habitat due to the conversion of forest functions to land and settlements, as well as the occurrence of natural disasters around the surili's habitat. From this phenomenon, the writer intends to design a motion graphic animation video as a media campaign in increasing awareness of the Surili endangered population of Indonesian people, especially in the Kabupaten Bandung area, with the preservation of the local community being more concerned about this endemic animal. The methodology used by the author in data collection is a qualitative method with primary data collection from observations, questionnaires, and literature studies which are needed as the basis for designing motion animation videos media for the Surili animal conservation campaign. The final result of this motion graphic design is expected to increase public awareness of the conservation of endemic Surili animals*

Keywords: *Endemic animal, Campaign, Surili, Animation, Motion Graphic.*