

ABSTRACT

Based on the We Are Social report, internet users in Indonesia reached 204.7 million internet users as of January 2022 and the number of active social media users in Indonesia was 191 million social media users as of January 2022. Of the number of social media users, many people misuse media social. Such as spreading or spreading false information or so-called hoax news, giving negative comments on social media, and also recording videos that result in dropping (slandering) people on social media. Motion graphic-based public advertising is a technology that can be used as a medium to convey information and education to the public. The author wants to make a great work in the form of a motion graphic-based Public Service Advertisement video by raising negative issues from social media by conveying information and education. The research method that supports the making of this work is by using the quantitative descriptive method, namely by various research according to events based on the results of interviews, observations, and those that can be through documentary materials. The purpose of this enrichment is to design a motion graphic-based public service advertisement video that is attractive and provides good and correct information (education) about the dangers of social media. The conclusion obtained is that there are some people who judge social media as a place to express their emotions and feelings or indirectly admit that they are the ones who have a negative impact on social media, but more are wise, intelligent, and careful in using social media. Suggestions for discoveries about the making of this work are that this motion graphic-based public service advertisement video is considered effective as a solution to overcome the problems that occur in one social media at this time.

Keywords: Social Media Dangers, Public Service Advertisements, Hoax News, Negative Comments, Spreading Fake Videos, Motion Graphics.