

ABSTRACT

DESIGNING MOTION GRAPHIC EXPLAINER VIDEO FOR CHILDREN CATERING STARTUP APPLICATION (CATA)

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The development of technology is advancing from year to year with the existence of visual information technology in the form of video is increasingly popular among the public. This media presents text, images and audio so that the information conveyed is interesting. This is what makes CATA Startup really need motion graphics to disseminate information and explanations about tutorials on the CATA application. The purpose of this research is so that housewives know how to use the application. This research uses data and data analysis methods in the form of partner observations, interviews and questionnaires. Analysis of the data obtained is then carried out through partner analysis, target audience data analysis, matrix comparison analysis, interview analysis and questionnaire analysis, referring to the discussion of Information Media theory, Motion graphics, Motion graphic considerations, Three-Art Structure Design Stages and Visual Communication Design. The media created is a Motion Graphic Explainer Video that is expected to make it easier for career women to meet the food intake and health of their little ones through the child catering application (CATA).

Keywords: *Kids Catering, Information Media, Motion graphic and Startup*