

ABSTRACT

Indonesia is renowned for its cultural beauty and uniqueness, attracting tourists from around the world to visit. In West Java, particularly in Garut Regency, the serene environment and the potential of GURILAPS tourism (Mountains, Forests, Seas, Beaches, and Arts) are well-known. Garut is also famous for its iconic livestock, the domba garut. Despite the familiarity of the term "domba garut" among locals, not everyone has adequate access to detailed information about them. This aligns with Indonesia's Law No. 5 of 2017 concerning the Advancement of Culture, which emphasizes the importance of protecting and utilizing cultural heritage as national identity and wealth. In the era of Education 4.0, information technology and educational media play crucial roles in overcoming these limitations. This research aims to design a motion graphic-based educational media that is easily accessible anytime and anywhere, to introduce and preserve knowledge about domba garut among the community, especially Generation Z. Generation Z, whose lives are intertwined with the internet and social media, is the focus. The study employs qualitative research methods to gather necessary data, validating it through data triangulation, and utilizes the Double Diamond Framework for its design. It is expected that through this research and design, information about domba garut will be widely disseminated and understood by the public, particularly Generation Z.

Keywords: *Domba Garut, Generation Z, Learning Media, Motion Graphic*