ABSTRACT

The design of motion graphics as a promotional media for the Mooi Indie Painting Movement in Sokaraja District aims to design effective motion graphics as a promotional media to introduce Mooi Indie painting to the community in Sokaraja District, by considering attractive design elements, clear visual communication, and the use of the latest technology in delivering relevant messages that are easily accepted by local audiences and the new generation. In this design, an interesting, communicative motion graphic video is made that can be understood by the community, especially the modern generation who often consume video-based content. Research methods include observation, interviews, and documentation, with data analysis methods using SWOT matrix analysis and comparison matrix analysis. The design of motion graphics on digital media includes online platforms such as social media (Instagram, Facebook, TiKTok). This motion graphic design conveys a brief history of Mooi Indie and a brief history of Mooi Indie in Sokaraja.

Key Words: Mooi Indie, Motion Graphic, Digital Promotion Media, Painting Art