

## ABSTRACT

*There are four Deaf students at the Telkom Purwokerto Institute of Technology (ITTP), and some students are still not aware of the existence of Deaf friends, so there is mutual unrest. The main focus is on the identity of Deaf friends, considering the self-conflicts and limited interactions experienced by them in the educational sphere. In an effort to overcome this concern, the author designed an educational approach in the form of motion graphics which aims to increase understanding, sensitivity and positive values towards Deaf students in the ITTP academic environment. The research used was descriptive qualitative by conducting interviews, literature, questionnaires and documentation. The analysis method applied is using the 5W+1H approach to identify the main causes of problems and formulate appropriate solutions. The results of this research produced the first motion graphic video containing education regarding the identity of Deaf friends. To support the main media, supporting media was also designed in the form of posters, Instagram content, Instagram Reels, printed stickers and Whatsapp stickers. Through this design, it is hoped that it can increase understanding and insight regarding Deaf identity, as well as form an attitude of sensitivity towards others. Not only that, this design is also expected to have a positive impact and strengthen self-confidence for deaf friends.*

**Keywords:** *Motion graphics, education, identity, Deaf friends, Telkom Purwokerto Institute of Technology*