

ABSTRACT

The Banyumas Old City destination is one of the historical tourist sites located in Sudagaran Village, Banyumas District, Banyumas Regency. This tourist spot exudes a historical charm that is still maintained today, with historic buildings in the Dutch East Indies architectural style. Even so, tourist destinations in the Banyumas Old Town area need to be introduced to the local Banyumas community because many people still don't know about its uniqueness. In an effort to introduce and promote tourism in the Kota Lama Banyumas area to the local community, qualitative methods were used which included data collection, data analysis, concept preparation, and the design process up to the final stage. The data analysis technique used is SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to find strategies that can be used in the design. The proposed strategy is to highlight the stunning historical buildings in the Banyumas Old Town area. This design aims to produce motion graphics that introduce interesting destinations in the Old Town area of Banyumas, as well as several supporting media such as stickers, key chains, posters, totebags and X-Banners. Hopefully this effort can increase the awareness and interest of the local Banyumas community in visiting historical destinations in the Banyumas Old Town area.

Keywords: Motion Graphic, Old Town Banyumas, Historical Destinations