

## ***ABSTRACT***

*Along with the rapid development of time and technology, human lifestyle patterns and styles have also changed over time. One of them is the increasing popularity of modern drinks that are sweet and unhealthy, such as drinks made from coffee, tea, soda, and even tapioca or what can be called boba. These modern drinks contain a lot of sugar which is certainly not good for the human body. However, this modern drink is still a favorite of many people, including young people from generation Z. Based on the results of a questionnaire distributed to generation Z, as many as 88% of generation Z answered that they rarely drink herbal medicine. Generation Z prefers to drink modern drinks rather than traditional herbal medicine. The research method used in this research is a qualitative method, with observation techniques, interviews, questionnaires, literature studies and SWOT. The results of this analysis found the core of the problem that can be conveyed to generation Z who can encourage them to drink herbal medicine so that herbal medicine remains sustainable. The media used in this research is motion graphics. Therefore, this research uses a flat design illustration style that suits the target audience, by creating characters using pastel colors and fonts with a high level of readability.*

***Keyword :*** *Motion graphic, campaign, jamu, modern drinks*