

ABSTRACT

In the midst of the development of information technology, the Ministry of Villages is making efforts to increase public understanding of life in rural areas. Therefore, the village ministry released an application called OVP (Online Video Platform) Village Academy which aims as a digital learning tool about village life. However, to get the attention of the public, advertisements are needed to promote and campaign the application to the public, one of which is by designing 3D Animation Ads. 3D animation can provide an aesthetic and memorable visual experience, so that the meaning of the advertisement can be conveyed well to the public. This design is made with a qualitative descriptive method that aims to describe in detail the characteristics or nature of a phenomenon or situation that is observed.

Keywords: *3D Animation , OVP Akademi Desa, Kementerian Desa*