

ABSTRACT

*DESIGN OF MOTION GRAPHIC INFOGRAPHIC THROUGH INFORMATION
MEDIA INSTAGRAM JOGJA SMART PROVINCE
(CASE STUDY: DINAS KOMINFO DIY)*

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As a Government Agency, the DIY Communications and Information Office has one of its duties: managing and disseminating information to the public. DISKOMINFO DIY uses information media intermediaries to deliver information to the public, one of which is using social media Instagram. The use of social media Instagram is used because conveying information on Instagram can be in the form of images or videos in the form of infographic posters and motion graphic videos. Processing the delivery of information by playing from a visual perspective can help readers accept the information conveyed more easily. Motion graphics are visual representations that can present information to be easier to understand with clear, concise, and interesting content. Therefore, the author made a motion graphic video that not only contains information but also graphics, which aims to present interesting information. The use of DISKOMINFO DIY Instagram media with the @jogjasmartprovince account is used as a medium to display and disseminate information in the form of motion graphics that have previously been made by the author.

Keywords: DISKOMINFO DIY, Instagram, Information, Social Media, Video Motion Graphic