

ABSTRACT

*DESIGN OF MOTION GRAPHIC VIDEO INFOGRAPHIC POSTER
INTRODUCTION TO JOGJA SPECIAL APPLICATION ON INSTAGRAM
JOGJA SMART PROVINCE*

(CASE STUDY: DIY COMMUNICATION AND INFORMATION DEPARTMENT)

Author:

Firman Puji Rahmanto

18102013

The Provincial Government of the Special Region of Yogyakarta has innovation in developing its region, namely through the Jogja Smart Province (JSP) Program which is being implemented in recent years. The DIY Communications and Information Office as the implementing government agency for the Jogja Smart Province program with one of its duties is to manage and disseminate information to the public. DISKOMINFO DIY uses Instagram social media to facilitate the delivery of information to the public by using infographic posters and motion graphic videos with good visualization so that they can help readers understand the information conveyed. Infographics are visual graphics that display representations of information, data and knowledge. One of the information disseminated by DISKOMINFO DIY is the introduction of the application, namely Jogja Istimewa. Jogja Istimewa is a mobile application that covers 97% of Yogyakarta itself which is so special. Therefore, the author made an infographic poster and a motion graphic video about the introduction of the Jogja Istimewa application so that it can be conveyed to the public through the Instagram account @jogjasmartprovince belonging to the Yogyakarta Communication and Information Office.

Keywords: DISKOMINFO DIY, Jogja Istimewa, Instagram, Infografis, Motion Graphic