ABSTRACT

The biggest causes of maternal death are bleeding, hypertension, infection, prolonged labor, and abortion. The main causes of bleeding and infection are Anemia and Chronic Energy Deficiency. The Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) in Cilacap Regency during the 2019 showed that MMR have 15 cases and IMR reach 155 cases. The case is still above the expected Regional Medium-Term Development Plan (RPJMD) of Cilacap Regency for 19 cases of maternal mortality and 139 cases of infant mortality. The stunting prevalence rate in Cilacap Regency was 36.3% in 2013 and 32.1% in 2018, this data is updated every 5 years. This figure is still above the national prevalence rate of 30.8% and above the WHO limit of 20%, where the cause of stunting is Chronic Energy Deficiency. In order to improve health and reduce cases of death that occur due to Chronic Energy Deficiency, it is necessary to conduct an education to the public. One media alternative education to present information is motion graphics. The purpose of the research "Designing Educational Motion Graphics on the Impact of Chronic Energy Deficiency (CED) in Cilacap Regency" is to help improve health and reduce cases caused by chronic energy deficiency.

To help complete this research, qualitative and quantitative methods were used by observing, interviewing, disseminating questionnaires and doing literature studies. Further is the pre-production, production and post-production processes, where the pre-production process includes storyscripts, storyboards and character designs. Production process include modelling clusters and keying. The post-production process includes compositing, music & sound and rendering.

The results of the research produced an output of motion graphic video as the main media. The motion graphic contains information about Chronic Energy Deficiency which aims to educate the target audience, where the target audience of the education is teenagers aged 14-17 years. And produced up media support flyers and posters to help disseminate information from the main media.

Keywords: KEK, Motion Graphic, AKI, AKB