

ABSTRACT

PERANCANGAN *MOTION PARALLAX* “KISAH JALUR REMPAH MENGUNGKAP IDENTITAS NUSANTARA” SEBAGAI MEDIA EDUKASI ALTERNATIF UNTUK GEN Z

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The Spice Route was a vital trade path that played a significant role in shaping the cultural identity of the Nusantara. Interactions among traders from various nations along this route led to a process of cultural acculturation that is still evident today, particularly in aspects closely tied to Gen Z's lifestyle, such as culinary traditions, travel, and entertainment. This final project involves designing a motion parallax video entitled "The Story of the Spice Route: Revealing the Identity of the Nusantara" as an alternative educational medium tailored to Gen Z's learning preferences. The motion parallax technique was chosen to create an immersive visual experience that aligns with how Gen Z engages with content. The video aims to enhance Gen Z's understanding and awareness that Indonesia's cultural diversity is the result of a long historical process shaped by cultural exchanges along the Spice Route. This study employs a descriptive qualitative method with data collection techniques including literature review, observation, interviews, and visual analysis. Visual media such as motion parallax video is proven to be an effective educational tool for delivering historical narratives about the Spice Route in a way that resonates with Gen Z's preferences and offers a new learning experience.

Keywords: *Spice Route, Motion Graphic Parallax, Cultural Acculturation, Gen Z*

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