

## **ABSTRACT**

### ***Motion Graphic Video Design for Public Service Advertisements About Air Pollution in the South Tangerang Area***

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*Air pollution is a pollution that is rarely realized by some people, especially pollution caused by motorized vehicles. Though air pollution is the most dangerous cause of human health. Air pollution is very dangerous for sensitive people, such as people with heart and lung disease, pregnant women and even minors. In order to reduce air conditions polluted by motor vehicle fumes, the government is testing services as a service that educates the public as well as raises public awareness about engine conditions that have an impact on the environment. However, the lack of information and education media that has made some people less aware that maintaining the condition of machines and understanding the impact of air pollution is important for themselves and the environment. Therefore we need a content that becomes a medium of information and public education about the impact of air pollution and how to reduce it. In this research, the method used is mixed methods in the form of interviews, questionnaires and observations. From the results of these studies, it can be concluded that there is a need for information and education media regarding the impact of air caused by motorized vehicles. The author hopes that by designing a motion graphic video about air pollution, it can increase public knowledge and awareness of the impact and how the condition of the vehicle does so that it does not have a negative impact on the environment.*

*Keywords: Air Pollution, Motor Vehicles, South Tangerang.*

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