

PERANCANGAN *MOTION GRAPHIC* “ONE DAY FIELD TRIP IN SCIENCE CENTER” OBJEK WISATA EDUKASI GEDUNG SCIENCE CENTER DIKAWASAN SABILULUNGAN KABUPATEN BANDUNG UNTUK TK DAN SD

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ABSTRAK

Gedung Science Center merupakan destinasi objek wisata edukasi yang berada di Kawasan Sabilulungan Jalan Raya Soreang, Kecamatan Soreang, Kabupaten Bandung. Gedung Science Center Sabilulungan merupakan kawasan edukatif untuk masyarakat dengan tujuan meningkatkan kualitas pendidikan. Terdapat berbagai macam fasilitas yang ada di Gedung Science Center seperti Tokoh Ilmuan, Sejarah Bupati Kabupaten Bandung, Sejarah Transportasi, Sejarah Budaya Sunda, serta beberapa fasilitas edukasi lainnya. Dalam pengelolaan program di Gedung Science Center, terdapat program paket trip untuk Sekolah yang ingin melaksanakan kunjungan. Paket tersebut bernama Paket *Trip One Day Field Trip In Science Center*. Kurangnya media promosi mengakibatkan banyak audiens belum mengetahui adanya program paket trip tersebut sehingga Gedung Science Center cenderung kurang diminati oleh pengunjung. Dalam upaya mengatasi masalah tersebut, perancang membuat video *Motion Graphic* sebagai media promosi Paket *Trip One Day Field Trip In Science Center* dengan tujuan menjangkau lebih luas Sekolah sebagai sasaran pengunjung. Proses pengumpulan data menggunakan Metode Kualitatif dengan cara melaksanakan Wawancara kepada pihak pengelola Gedung Science Center. Perancangan ini dibuat berdasarkan pada teori yang berkaitan dengan Desain Komunikasi Visual, Strategi Komunikasi AISAS, Ilustrasi, Ikon serta beberapa teori lainnya.

Kata Kunci : Gedung Science Center Sabilulungan, Objek Wisata Edukasi, Animasi, Motion Graphic

**MOTION GRAPHIC FOR “ONE DAY FIELD TRIP IN
SCIENCE CENTER” AT THE SCIENCE CENTER BUILDING
EDUCATIONAL TOURISM OBJECT IN
SABILULUNGAN AREA BANDUNG DISTRICT FOR
KINDERGARTEN AND ELEMENTARY SCHOOL**

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ABSTRACT

The Science Center Building is an educational tourist attraction located in the Sabilulungan area, Jalan Raya Soreang, Soreang District, Bandung Regency. The Sabilulungan Science Center building is an educational area for the community with the aim of improving the quality of education. There are various kinds of facilities in the Science Center Building such as Scientist Figures, History of the Regent of Bandung Regency, History of Transportation, History of Sundanese Culture, and several other educational facilities. In managing the program at the Science Center Building, there is a trip package program for schools that want to carry out visits. The package is called the One Day Field Trip In Science Center Trip Package. The lack of promotional media has resulted in many audiences not being aware of the trip package program so that the Science Center Building tends to be less attractive to visitors. In an effort to overcome this problem, the designer made a Motion Graphic video as a promotional medium for the One Day Field Trip In Science Center Trip Package with the aim of reaching a wider range of schools as target visitors. The data collection process uses a qualitative method by conducting interviews with the management of the Science Center Building. This design is based on theories related to Visual Communication Design, AISAS Communication Strategies, Illustrations, Icons and several other theories.

Keywords: Sabilulungan Science Center Building, Educational Tourism Object, Animation, Motion Graphic