

ABSTRACT

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ANIMATION DESIGN OF BENEFITS OF FISH CONSUMPTION

This Design Animation was made because the rate of fish consumption in Indonesia is too low. Fish Production in Indonesia is not equal to the consumption per capita of Indonesian people. It is caused by people choosing to eat meat more than fish.

Design of informative media socialization, which is an animation with the theme "Advantage of Fish Consumption", is aimed for middle to upper level Indonesian people. This animation, which was made with motion graphic technique, was created to inform the targeted viewers of the nutrition in fish and what advantages they can get from consuming fishes. Thus, hopefully increasing fish consumptions and improving Indonesia's nutrition level

Keywords : Advantage, Fish Consumption, Animation