

ABSTRACT

Adat Karuhun Urang is a religion that adheres to traditional Sundanese values taught by King Sadewa Alibasa. Throughout the history of Indonesia, Adat Karuhun Urang believers considered as atheists and rarely known by the public. This has led to direct and indirect discrimination actions against the Adat Karuhun Urang community. The purpose of this design is to provide information about Adat Karuhun Urang and teach how to tolerate through information media. This design uses qualitative methods as a way of conducting research and SWOT analysis as a way to analyze data. This information media design uses motion graphic as the medium with young adult between 19-22 years old as the target. It is expected that with the design of this motion graphic, the public will be more aware of the Adat Karuhun Urang and learn to tolerate.

Keywords: Adat Karatun Urang, tolerance, motion graphic