

MOTION GRAPHIC DESIGN AS MEDIA EXTENSION OF INDONESIA SOCCER SUPPORTERS

ABSTRACT

Indonesia currently still has many problems in terms of football, the most often problematic is supporters of Indonesian football. Supporters often commit various violations that often lead to riots, the impact resulting from riots between supporters not only in the form of fines but also leads to the death of supporters, according to data released by Save Our Soccer (SOS) said that there have been 56 supporters killed during the Indonesian league lasted from 1995-2018. This design uses a variety of research methodologies namely Literature Study, Observation, Interview, and Questionnaire. From the results of literature studies, observations and interviews found that supporter riots are often caused by disappointment in the results of the match and provocation from irresponsible elements. Then from the results of the questionnaire it can be concluded that the target audience uses social media as a place to get information and media that is often enjoyed is Video, so that the media of information on football supporters will use the technique motion graphic because it uses video as its medium. The results of this study are in the form of video information using motion graphic techniques in the delivery of information about counseling to Indonesian football fans.

Keywords: Supporters, Football, Motion Graphics, Video, data.