

ABSTRACT

A lot of waste burning occurs in our environment can cause damage to nature and disturbances to the human health. This requires attention from us to build sustainability of natural environment. One of this attention is educational learning for Generation Z that can change the future. Using motion graphic animation videos for young people like Generation Z are interesting education to prohibit burning waste and proper waste processing that can be well understood by the audience. The data processing used consists of three aspects of research, namely, the image aspect (observation), the maker aspect (in-depth interview), and the viewer aspect (questionnaire), and added with a literature study. Then, the analysis process uses a comparison matrix to compare data sets and draw conclusions that have been generated. In this project, the final result is present an education through motion graphic animation video about the dangers and prohibition of waste burning. The motion graphic production uses three stages, namely Pre-Production, Production and Post-Production.

Keywords: *Waste Burning Prohibition, Environmental Sustainability, Motion Graphic, Generation Z.*