

## **ABSTRACT**

*PT Marsit Bangun Sejahtera is a company that sell banking products. In running its business, the company relies on the quality of its human resources, especially its marketers. The success of a marketer can be seen from the results of their sales achievement every month, the influencing factors can be in the form of the marketer's understanding of the sales process and self-motivation. But unfortunately, there are still some who do not understand the sales process, which causes a decline in achievement and has an impact on the company. This study aims to design a learning media in the form of animated motion graphic videos. The method used in collecting data for this design is the technique of observation, interviews, and literature study. The target object of this research is all marketers of PT Marsit Bangun Sejahtera aged 23-35 years throughout Indonesia .*

*Keywords: motion graphics, learning media, marketers*