

Abstrack

The development of hardcore punk music in Purwokerto is part of a subculture that emphasizes solidarity, struggle, and an anti-establishment spirit. Although the community is large and active, this ecosystem remains relatively unknown to the general public. Therefore, this research designs the motion graphic "Mutualism" as a publication medium to introduce the hardcore punk ecosystem. This motion graphic illustrates the reciprocal relationships between elements within the community and the underlying values through dynamic and symbolic visual elements.

This research employs visual communication design methods, including analysis, design, production, and evaluation. The motion graphic design incorporates colors, typography, and animation that align with the characteristics of hardcore punk to ensure its message is widely received, especially among young audiences. The study results show that the "Mutualism" motion graphic effectively delivers engaging and easily understandable information. This medium is expected to serve as an effective communication bridge between the hardcore punk community and the general public while enhancing appreciation for this subculture in Purwokerto.

Keywords: *Motion graphic, visual communication design, hardcore punk, publication, ecosystem, subculture, Purwokerto.*