

ABSTRACT

Wayang suket is a traditional art form originating from Purbalingga and is currently facing the threat of extinction due to lack of promotion and lack of interest from the younger generation. The purpose of designing a public service advertisement using motion graphic media is to preserve and introduce wayang suket to the wider community, especially among teenagers. Motion graphic was chosen as the media because it offers high visual appeal and is able to convey information efficiently in a short time. This study applies a qualitative method with an observation approach, interviews, and analysis of 5W + 1H, USP, and Positioning. The research findings show that the use of motion graphics as a means of promoting wayang suket can increase public awareness, especially among the younger generation, of this cultural heritage. Publication through digital platforms such as YouTube and TikTok is expected to expand the reach and encourage active participation in efforts to preserve wayang suket.

Keywords: public service advertisement, motion graphic, wayang suket