

ABSTRACT

Indonesia, which is located on the Ring of Fire, has many volcanoes because it is the meeting place of three tectonic plates, namely the Eurasian, Indo-Australian, and Pacific Plates. Indonesia has 127 active volcanoes. This number is the largest in the world. In addition, Indonesia also ranks first with the highest number of fatalities. In Indonesia, one of the active volcanoes is Mount Talang. Mount Talang is a volcano located in Solok Regency, West Sumatra Province, Indonesia. Mount Talang is located about 9 km from the city of Arosuka, the capital of Solok Regency, and about 40 km east of the city of Padang. The problem in this design is the ineffectiveness of the socialization carried out by the government, making the government, especially the BNPB, not reach all the people around Mount Talang. The purpose of designing a public service advertisement with 3D animation is expected to convey the socialization of the dangers of volcanic eruptions and become an attraction for the target audience and become a solution for the government so that the socialization runs effectively. The method used in designing Public Service Advertisements about Mount Talang disaster mitigation with 3D animation is 5W + 1H, this is done to obtain detailed, definite, and correct information from related institutions. The results of this design will be a new socialization media for the community around Mount Talang.

Keywords: 3D Animation, Mount Talang, Public Service Advertisements, Natural Disaster Mitigation.

DAFTAR ISI

PERSETUJUAN SIDANG KOMPREHENSIF	i
PENGESAHAN TUGAS AKHIR.....	ii
PERNYATAAN NON-PLAGIAT	iii
PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH	iv
KATA PENGANTAR.....	v
ABSTRAK	viii
ABSTRACT	ix
DAFTAR ISI.....	x
DAFTAR GAMBAR.....	xii
BAB I PENDAHULUAN.....	1
A. Latar Belakang Masalah.....	1
B. Identifikasi Masalah	3
C. Batasan Masalah.....	4
D. Rumusan Masalah	4
E. Tujuan Perancangan	4
F. Manfaat Perancangan	5
BAB II KAJIAN TEORI	7
A. Tinjauan Umum	7
B. Tinjauan Khusus	17
BAB III METODOLOGI PENELITIAN	33
A. Metode Pengumpulan Data	33
B. Metode analisis data.....	36
C. Metode Perancangan	39
D. Tujuan Kreatif.....	40
E. Strategi Kreatif.....	41
F. Strategi Media	42