

## ABSTRAK

Roma Nainggolan. *Animation 2 Dimention Let's Save*. Thesis. Jakarta: Faculty of Language and Art. State University Of Jakarta. February 2019.

*Savings problems can be experienced by anyone who does not have control of their expenses, one of which is the author herself. Departing from self-problems, created a 2-dimensional animation titled social campaign intended to call for and invite the general public to start paying attention to the importance of saving activities. Appointment of the topic of saving in various media is often regarded as a less interesting topic because it is a small problem that can be solved easily, even though it is actually not. Therefore, this social campaign about saving is made with 2D animation media which displays visual movements that can attract a lot of people's interest and to be more in line with the latest technological developments.*

*The technique applied is visual movement or better known as motion graphics created through software applications Adobe After Effect Pro CC, Adobe Illustrator Pro CC, Adobe Premiere Pro CC, Adobe Photoshop Pro CC 2017. The use of bright colors, cheerful pitched accompaniment songs aimed at to trigger motivation in the community.*

*Keywords: Animation, Let's Save, 2 Dimensions.*