DESIGNING MOTION GRAPHICS ABOUT NEGATIVE IMPACT OF FAST FASHION FOR THE ENVIRONMENT AS SOCIAL CAMPAIGN MEDIA IN INDONESIA.







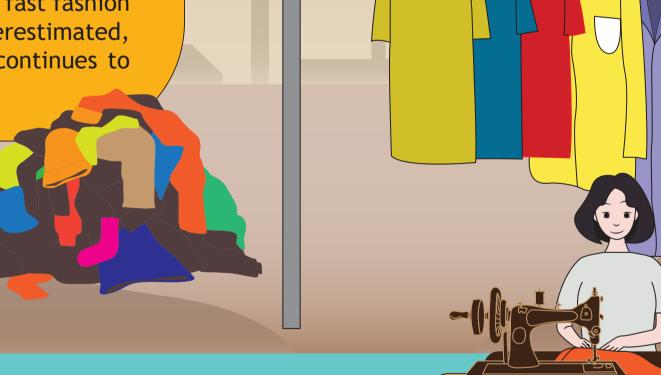
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discussed in various media in Indonesia, unlike other environmental issues. Yet, the impact of fast fashion on the environment cannot be underestimated, especially as the fast fashion industry continues to grow





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Conclusion

This motion graphic explains the impact of fast fashion on the environment, aiming to raise public awareness about the issue. The motion graphic includes an explanation of the definition and brief history of fast fashion, its characteristics, and the negative impacts it has on the environment and even our health.

The target audience of this study is late teens and young adults aged 18-30 years who have high purchasing power for fashion products and are accustomed to following the latest trends in fast fashion. Therefore, this motion graphic features two characters named "Raisa" and "Eren" to represent consumers who currently hold the highest purchasing power for fast fashion products, namely Gen Z and Millennials.