

3D ANIMATION DESIGN RELATED TO THE NEGATIVE IMPACT OF GADGET ADDICTION ON CHILDREN AGED 6-12 YEARS FOR PARENTS

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Abstract

Gadgets have various advantages that function to assist and simplify their users tasks. Besides providing benefits to their users, gadgets can also have negative impacts on them if not used wisely. Currently, gadgets are not only used by adults but even children also have gadgets in their hands. This is because their parents provide them with access to gadgets to keep up with the times. However, sometimes parents forget to guide their children in using gadgets, making them vulnerable to negative effects such as losing track of time, neglecting tasks, difficulty concentrating while studying, and even becoming addicted to gadgets. To address this issue, designers have developed a 3D animation that aims to provide an understanding of one of the negative effects of gadget addiction to both parents and children. They used qualitative data collection methods, Design Thinking in the design process, and a production pipeline consisting of pre-production, production, and post-production stages. The result of this design effort is a 3D animation focused on the theme of the negative impact of gadget addiction, designed to be both comprehensible and enjoyable for the targeted audience, with a duration of 5 minutes. Additionally, the designers have created supporting media such as stickers, tote bags, t-shirts, mugs, tumblers, acrylic standees, and stationary storage, which are used to attract the attention and interest of the audience.

Keyword: *Gadget, Negative Impact, Parents, Children, Guidance, 3D Animation*