

ABSTRACT

Claudia Anastasia Caroline Sorongan. 2019. *Designing Background In Short Animation The 5th Log. Final Project. Visual Communication Design Department Faculty of Creative Industries. Telkom University.*

In guiding children, parents have their own ways and disciplines. One of them is authoritarian parenting. It is a parenting where parents use rigorous methods in regulating children's behavior, applying penalties with little or no agreement or appreciation. In this type of parenting there are advantages and disadvantages like other parenting styles. If parents apply authoritarian discipline that is not too hard according to the research there will be a positive impact that children are better in able to socialize because they know what their parents or environment wants. Whereas in parents who apply this discipline too hard, there will be an adverse impact, for example the ugliness of the child's personality. Psychologically given penalties will have more adverse effects than body punishment, even though both still have a negative impact on children's growth. Negative impacts on children will occur with or without parents' knowledge and awareness. Therefore, it is necessary to have the right media to convey information about this matter but still interesting to be watched by the general public through 2D animated short films. In this designing, background plays an important role as a builder of the atmosphere so as to create an effective and interesting film as an information medium. The design method used for this design is a qualitative method, including data collection (literature study, interviews and observations), then analyzed with a phenomenological approach. With this designing it is expected to increase knowledge for the community towards authoritarian parenting and its impact on child psychology.

Keywords: Parenting, Authoritarian, Background, 2D Animation