

ABSTRACT

The rise of teenagers who do early marriages shows that the implementation of the regulations that were inaugurated by the government is still low. Child marriage can occur due to various factors, such as educational factors, economic factors, cultural factors, as well as because of the simplicity of thinking patterns. The phenomenon of early marriage also causes various adverse impacts, especially for women. Adolescents who marry tend to be vulnerable in terms of health, access to education, potential for violence, and poverty. In this study, the authors collected data using observation, interviews, and literature studies and then used SWOT analysis and matrix analysis as the analysis method. The author uses motion graphic animation as a medium of information which is expected to help spread awareness of the negative impact of early marriage.

Keywords: early marriage, motion graphic, teenage