

ABSTRACT

The biggest cause of blindness in Indonesia is cataract disease. It is said that cataract disease in Indonesia in 2019 has reached 81%. Cataracts are generally suffered by the elderly over 50 years old, but it cannot be denied that teenagers can also be affected by cataracts. This study aims to provide information on the causes and prevention of cataract disease that can be done by teenagers in Bandung Regency. The methods used were qualitative and quantitative. The results show that 60% of teenagers in Bandung Regency know that cataract disease can affect teenagers but not with knowledge of its causes and prevention. Media that can accommodate information about cataract eye disease can be through audio-visual media, one of which is 3D motion graphic media, 3D motion graphic media is used as information media for teenagers in order to reduce habits that can trigger the cause of cataract disease in society and its prevention. This 3D motion graphic is designed with information that is easy to understand and uses effective visual communication design principles. This research is expected to help people understand the causes and prevention of cataract disease and reduce bad habits that can trigger cataract disease.

Keywords: cataract, causes, prevention, 3D motion graphic, bandung regency