

ABSTRACT
STORYBOARD DESIGN FOR 3D ANIMATION RELATED TO
ILLEGAL PARKING ATTACHERS INFLUENCED BY THE SOCIAL ENVIRONMENT

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The phenomenon of illegal parking attendants in various cities is increasingly complex due to social environmental influences, such as limited employment opportunities, economic pressures, and local culture. While their presence helps motorists find parking spaces, this practice also creates problems such as unofficial fares, vehicle insecurity, and conflicts with the community and authorities. The lack of awareness among young people regarding the social and economic impacts of this phenomenon presents a particular challenge. This study aims to raise awareness among young people through educational media in the form of 3D animation that presents a scenario of the lives of illegal parking attendants, the social factors that influence them, and alternative solutions to address this problem. With a preventative approach, this animation is expected to provide a better understanding of the impact of illegal parking attendants and raise awareness of the importance of better parking regulations. This study used a descriptive qualitative method with data collection techniques through observation, interviews, and literature review. A descriptive analysis was conducted to understand the patterns and social factors influencing the presence of illegal parking attendants. This study was conducted in Bandung Regency and Bandung City in October 2024. The results are expected to contribute to youth education and serve as a reference for policymaking related to parking management in urban areas.

Keywords: 3D Animation, Illegal Parking Attendants, Social Awareness, Social Environment, Youth.