

ABSTRACT

PERANCANGAN NASKAH DAN STORYBOARD VIDEO ANIMASI "MAKAN MALAM APA KITA?" SEBAGAI EDUKASI PARENTING DALAM DINAMIKA KELUARGA DUAL EARNER

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Women's participation in work, both in the formal and non-formal sectors, which increases every year, has created a phenomenon called a dual-earner family. In dual-earner families, it cannot be denied that there is a shift in the division of responsibilities in the household. Through this shift, dual-earner families also have relationships and conditions of family harmony that are applied differently from conventional families, including changes in the behavior and attachment of children to their parents. Often, dual-earner families have a tendency of low attachment between children and parents, indicated by low communication. This research aimed to understand how to design animation scripts and storyboards related to parenting education in dual-earner family dynamics. The research used a qualitative method and data were collected through interviews, questionnaires, and literature studies. The data were analyzed using Miles and Huberman qualitative research analysis. The results showed that an understanding of the characteristics of the target audience, story structure, and appropriate animation techniques are positively related to designing animation scripts and storyboards related to parenting education in dual-earner family dynamics.

Keywords: *Children, dual-earner family, dual-income family, storyboard, animated video*