

ABSTRAK

THE DESIGN OF 2D ANIMATED CHARACTER 'CAKRAWALA' AS AN INFORMATIVE MEDIA ON POSTPARTUM BLUES SYMPTOMS

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The lack of informative media regarding the mental health of mothers after childbirth can increase the risk of mental health disorders such as postpartum blues, postpartum depression, and postpartum psychosis. These conditions are triggered by a combination of factors, including hormonal changes, an unsupportive environment, financial pressures, and emotional stress. This design project aims to create character designs that represent the mental struggles caused by postpartum disorders, particularly focusing on the postpartum blues phenomenon. Through this project, the characteristics of individuals experiencing such symptoms are analyzed to convey experiences related to postpartum blues and the influential role of people around them. The results show that realistic character designs, supported by emotional narratives and appropriate 2D animation techniques, can effectively raise public empathy and awareness of the importance of understanding and addressing postpartum mental health issues, especially postpartum blues.

Kata Kunci: *2D Animation, Character Design, childbirth, Informative Media, postpartum blues.*