

ABSTRACT

Parangtritis Beach is one of the most popular tourist destinations in Indonesia, yet it holds hidden dangers, one of which is the ocean current known as the Rip Current. A lack of visitor awareness regarding the characteristics of this current is a major contributing factor to the high number of marine accidents. This study aims to design a 3D animated video that provides information about the dangers of Rip Currents using a visual approach through digital compositing techniques. The methods employed in this research include direct observation, interviews, questionnaires, and literature review. Data analysis was conducted using both qualitative and quantitative approaches to gain a comprehensive understanding of on-site conditions and audience preferences.

The results show that 3D animation with an expressive visual style and appropriate use of color grading can effectively and attractively convey information. The compositing process plays a crucial role in designing visuals that are both realistic and emotionally engaging, involving the integration of lighting, visual effects, and color correction. Through this approach, an animation titled “Alvin and the Mysterious Current” was created as an informative medium ready for publication as part of efforts to mitigate safety risks in the Parangtritis Beach area.

Keywords: 3D Animation, Color Grading, Compositing, Rip Current, Visual Communication