

ABSTRACT

Postpartum blues, also known as baby blues, is a postnatal mental disorder that, if left untreated, can develop into postpartum depression or even postpartum psychosis. Both conditions are dangerous as they may lead to severe mental disturbances, violence, or even self-harm and infanticide. The high rate of postpartum blues cases in Indonesia is caused by limited education, low public awareness, and insufficient support from the surrounding environment for mothers after childbirth.

This concern leads to the design of a storyboard for an informative 2D animated film titled Cakrawala, which aims to raise public awareness, especially among expectant mothers, about postpartum blues. Data was collected through literature studies, interviews, and observations. The collected data were then analyzed using a descriptive approach to design a storyboard as a reference for producing an informative animation that addresses maternal mental health issues after childbirth. The outcome of this design is expected to serve as an educational medium that is easy to understand and able to foster public empathy for the struggles of mothers after giving birth.

Keywords: Storyboard, Postpartum Blues, Postnatal Mental Disorder, 2D Animation, Maternal Mental Health