

ABSTRACT

Designing an Animatic Storyboard As An Informative Medium For Parents About The Dangers Of Thirdhand Smoke On Toddlers And Pregnant Women In Jember Regency.

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The phenomenon of insufficient knowledge among parents and pregnant women in Jember Regency about the dangers of Thirdhand Smoke (THS), specifically the tobacco smoke residue that still lingers in the environment and can harm the health of toddlers and pregnant women, has become a serious problem that requires urgent attention. This study aims to design an informative media in the form of an animatic storyboard that educates the community about the risks of THS. The research method uses a qualitative approach with data collection through in-depth interviews, questionnaires, and visual observations to obtain an understanding of community preferences and knowledge levels. The results indicate that interactive and visually engaging informative media can be an effective tool to deliver prevention messages about THS exposure, accompanied by content and design adjustments that are culturally appropriate to ensure the message is conveyed effectively. This study is expected to contribute to educational campaigns and encourage the further development of educational media supported by various stakeholders to give knowledge and foster greater awareness of the dangers of THS.

Keywords: Animatic Storyboard, Thirdhand Smoke, Child health and maternal health, parental knowledge, Jember Regency