

ABSTRACT

Drug abuse among teenagers has become a serious issue that affects physical, mental, and social health. Banyumas Regency is one of the regions with a relatively high number of drug abuse cases, particularly among adolescents aged 12–18 years. To raise awareness among the younger generation about the dangers of drug abuse, a 3D animation titled "Mari Jauhi Narkoba" (Let's Stay Away from Drugs) was designed as an educational medium in the form of a public service announcement (PSA). This research employs a descriptive qualitative approach with data collected through observation, interviews with representatives from the Banyumas National Narcotics Agency (BNNK), and literature studies. The data were analyzed using the SWOT method to assess the strengths, weaknesses, opportunities, and threats in delivering messages through 3D animation. The results of the design indicate that 3D animation is effective in capturing teenagers' attention and conveying messages both visually and emotionally. With a modern visual approach, the animation provides a deeper understanding of the dangers of drug abuse and its impact on the social life of adolescents. In conclusion, 3D animation as a public service announcement has great potential to become an engaging and educational communication tool for teenagers. It is expected that this work can support the drug prevention efforts carried out by BNNK Banyumas and enhance visual literacy among youth regarding narcotics issues.

Keywords: *3D Animation, Teenagers, Drugs, Banyumas, Public Service Announcement, Education*