ABSTRACT

Rip currents, or back currents on the South Coast, often pose a safety hazard to visitors. Because the signs and characteristics of rip currents are not understood, many people drown after being swept away by these currents. This is especially true at Parangtritis Beach, where rip currents can change location. The objective of this study is to design a 3D animated video titled "Alvin and the Mysterious Current" as an informational medium to enhance prospective beach visitors' knowledge about the dangers of rip currents and raise public awareness of the signs and appropriate rescue actions. The method used is qualitative. This research was conducted systematically and combined various techniques, including literature review to obtain information about the phenomenon, interviews with relevant sources, field observations to understand the actual beach conditions, and questionnaires for data from potential visitors. The research results indicate that the design of a 3D animation with an environment that depicts and conveys information about the characteristics of rip currents at Parangtritis Beach can effectively communicate the dangers and characteristics of rip currents. This 3D animation is designed as an information medium ready for publication to reduce the number of marine accidents at Parangtritis Beach and enhance public awareness of personal safety.

***Key Words*:** *3D Animation, Rip Current, Information, Environment*