

ABSTRACT

Postpartum blues is a common condition experienced by mothers after childbirth, triggered by various factors such as adapting to a new life as a mother and hormonal changes after giving birth. However, if left untreated, this condition can worsen, and develop into Postpartum Depression, and in severe cases, Postpartum Psychosis. Postpartum blues may be caused by several factors, including a lack of support from the mother's social circle, such as from husband and family, as well as unpreparedness in adapting into the role of motherhood. Therefore, there is a need for an informational medium targeted towards women aged 18-27 who are planning to have children, based on analyzed data to serve as a reference in designing background for a 2D animated film. 2D animation has the ability to create imaginative visuals that are both entertaining and informative, helping the audience to understand the symptoms and impacts of postpartum blues. This study uses a qualitative research method, with data collection through observation, interviews, and literature study. It is expected that this research will assist the researcher, as a background artist, in designing background visuals that support 2D animation themed around postpartum blues.

Keywords: *Postpartum Blues, Baby Blues, 2D Animation, Background Artist.*