

ABSTRACT

EDITING PROCESS FOR 2D ANIMATION AS AN EFFORTS TO PREVENT HEMODIALYSIS IN 10-24 YEARS OLD

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The phenomenon of hemodialysis or dialysis caused by kidney failure is currently prevalent among the younger generation in Bandung, due to frequent consumption of foods with too much sugar and salt, low fluid intake, and lack of physical activity. This research aims to design and edit an educational animation that can raise awareness of the importance of maintaining kidney health through a healthy lifestyle for teenagers. In this research, a descriptive qualitative method was used with data collection through surveys, interviews, and literature studies. The results showed that understanding the characteristics of the target audience, using interesting storytelling, and proper editing techniques are very important in designing animated videos as socialization media. With the implementation of this animation, it is expected to reduce the number of dialysis at a young age by raising awareness of a healthy lifestyle at a young age.

Keywords : Animation, Dialysis, Editing, Young age