

ABSTRACT

Teenagers nowadays are often referred to as the strawberry generation because they possess excellent ideas and creativity, but they also have fragile mental states when faced with pressure, much like the vulnerability of strawberries. Based on the findings of the 2018 Basic Health Research (RISKESDAS), 6.1% of adolescents aged 15 years and above, equivalent to 11 million Indonesian citizens, suffer from emotional disorders. Specifically, teenagers aged 15-24 years have a depression rate of 6.2%. Approximately 80-90% of suicide cases occur due to depression and anxiety. In this regard, parents' parenting styles are considered to play a significant role in their children's mental condition. In light of these issues, the author conducted a study titled "Motion Graphic About Parenting Adolescents as a Parenting Learning Media" with the aim of creating suitable learning media for parents who encounter difficulties in parenting their adolescents during this developmental phase. The research was conducted using a qualitative methodology with techniques such as interviews, questionnaires, literature studies, and SWOT data analysis. The results of the analysis revealed core issues or content that can be conveyed to parents. The media utilized in this study was motion graphics. Therefore, the study employed a flat design illustration style that would resonate with parents, using characters to depict both parents and teenagers. Pastel colors and easily readable fonts were chosen to suit parents and convey the intended impressions. The illustrations that have been designed can also be applied to various supporting media such as tote bags, water bottles, keychains, A3 posters, Instagram media, sticker packs, and x banners

Keyword: Parenting, Parents, Teenager, Motion Graphic, Strawberry Generation.