

ABSTRACT

The use of smartphones by children often raises concerns for parents because of the potential negative impact of unwise use. This study aims to design a motion graphics video series entitled “Bijak Ber-Smartphone” as an educational media for children in grades 4-6 SD. The method used is qualitative, including observation of children in grades 4-6 SD, interviews with parents, homeroom teachers, and the Head of Elementary School Curriculum at the Banyumas Education Office to obtain primary data and secondary data obtained from books, journals, and the internet. This series produces 5 episodes with each episode lasting a maximum of four minutes. Episode 1 as an introduction, episode 2 about the development and function of smartphones, episode 3 about the good and bad effects of smartphones, episode 4 about the wise use of social media, and episode 5 about the wise use of smartphones. The results of this research are expected to benefit children, parents, and the wider community by providing wise guidance in using smartphones, as well as being a reference for other researchers in the field of Visual Communication Design and audio visual educational media. Thus, the series of motion graphics “Bijak Ber-Smartphone” can be an effective educational tool to minimize the negative impact of unwise use of smartphones.

Keywords: *wise, smartphone, elementary school children, motion graphics, series*