

ABSTRACT

DESIGNING A CAMPAIGN TO PROHIBIT MOBILE PHONE USE WHILE DRIVING THROUGH 2D ANIMATION

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Mobile phones or cell phones are one of the two-way electronic communication devices. This device can be carried anywhere and is able to send messages in the form of audio or video. In this modern era, almost everyone cannot be separated from their mobile phones. One of the causes of traffic accidents that often occur in Indonesia is drivers who use mobile phones while driving. This case is often considered trivial but in reality this case has claimed many lives. Because this case often occurs, researchers will design a 2-dimensional animated video. The goal is to campaign and educate the public about the dangers of using mobile phones while driving, and so that the public will also appreciate locally made animations more. The purpose of this study is to increase public awareness of the negative impacts of using mobile phones while driving. The method used in this study is a qualitative method. The data that will be used for this study are data sources from journals and interviews with the local police. By conducting research on the impact of this case, researchers also hope that the public will be aware of and reduce the use of mobile phones while driving.

Key words: mobile phones, drivers, accidents, animation

References :

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