

ABSTRACT

Postpartum Blues is the initial stage of mental health disturbances experienced by women after childbirth, which often triggers emotional discomfort due to mood swings, hormonal changes, environmental factors, or even issues related to the newborn. This study aims to explore the design of animation—particularly at the animating stage—as an informative medium to raise awareness about postpartum mental disorders, specifically Postpartum Blues, in order to minimize potential negative impacts. By utilizing proper animation techniques, the final output is expected to serve as an informative tool that can be shared with the general public to foster greater empathy. This research adopts a descriptive qualitative method. Data were collected through interviews, observation, and literature review. The data were analyzed using the qualitative approach proposed by Moleong, with data processing carried out continuously until data saturation was achieved. This study provides insights into the development of 2D animation using frame-by-frame and motion graphic techniques, applying the 12 principles of animation. The resulting animation is expected to be effective in delivering awareness messages through each of its techniques.

Keywords: *Animation, animate, mental, postpartum depression, pregnancy, postpartum, and baby blues.*