

Generation Z's Preference for Choosing a Visual Animation Style As a Medium for Promoting Environmental Sustainability

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INTRODUCTION

Environmental crisis have been made and conveyed to the public, both using conventional media and using various new media. Environmental animation, an alternative form of messages about the environment, has appeared on social media through the YouTube channel platform. Environmental animation is defined as a genre of environmental media that uses a form of animation to highlight the power of abstraction and simplification and to intentionally build knowledge about the social and ecological processes that affect self and characters and assist in the creation of environmental subjectivity.

This study tries to obtain information about the preference of Generation Z on environmental animation films that are present on the YouTube channel. In addition, to promoting environmental sustainability.

METHOD

This research is a descriptive study, which is a study that uses statistics to analyze data by describing or represent the data that has been collected. The sample in this study was Generation Z in Surakarta City who were willing to fill out a questionnaire via google form. Generation Z is the newest working generation born between 1995 and 2012, also known as the net generation or internet generation. Data were collected from 100 samples taken by accident (convenience sampling), that is, anyone who agrees and is willing to provide the information needed by the researcher. The main data collected in this study include primary data in the form of respondents' preferences of environmental animated films that air on the social media platform youtube on the internet. The collected data were analyzed using the frequency distribution.

No	Animated Movie Aspect	Highest number of respondents (%)
1	Stories that are easy to understand	87,1 %
2	Clarity of identity of animated film characters	66,1 %
3	The setting of the story is clear and interesting	84,7 %
4	like animated movies because of the story	43,3 %
5	Movies show many characters >3	73,8 %
6	Funny animated movie story	64,5 %
7	Long animated film story	52,4 %

Table 1. Generation Z's preference of the content of environmental animated films

No	Animated Movie Aspect	Highest number of respondents (%)
1	Attractive color composition	83,9 %
2	Prefer the realistic visual style of animated movie characters	67,7 %
3	Prefer to choose Animated film with many colors and vivid colors	50 %
4	Choose Round and curved visual shapes in animated films	47,2 %
5	Prefer the combination of 3D and 2D visual forms in animated films	48.4 %

Table 2. Generation Z's preference of the visual style of environmental animated films

RESULTS

A. Generation Z's preference of environmental animated film content on the YouTube platform.

There are several intrinsic elements in films that are often a concern to be used in appreciating films, plots or stories are the first elements that are often used. The story is a decisive aspect in assessing the attractiveness of a film, especially if the film is full of messages. For generation Z, the story elements of a film, especially environmental animation, have many dimensions to be appreciated by this generation, they liked animated films because the stories told were easy to understand.

The determination of the character in a film is in line with the results of a survey of Generation Z about the character they like. The next aspect is the setting or background. Setting or background beside helping the audience understand the story it's also one of the attractions and selling points offered in a film.

B. Generation Z's preference of the visual style of environmental animated films on the YouTube platform.

Respondents like animated films with many colors and use bright colors. From a cinematographic point of view, composition refers to the art of framing images. Lighting, color schemes, and space are factors that support the formation of a composition as an image that can leave a deep impression on the audience.

The choice of a realist or fantasy style depends on the tastes of each individual. Regarding visual forms, both film characters and animated film settings that are presented on the YouTube channel, respondents prefer to choose round and curved shapes by 47.2% than geometric and line.

CONCLUSION

Based on the results of the above explanation related to the Generation Z's preference of environmental animated films as an alternative medium of communication to help convey messages on promoting environmental sustainability more effectively, it can still be improved. Such as by focusing more on the content and visual style aspects of the animated film. So that the resulting environmental animation film products will be more optimal in accordance with the expected design targets.

Many communications have been built to increase awareness of environmental issues. Raising awareness about the environment for Generation Z begins with building understanding through the messages conveyed. By knowing the information conveyed, then understanding the messages that received will lead to awareness of thinking and promoting the environmental sustainability.

