

THE PRODUCTION OF ANIMATION MEDIA TO PROMOTE AWARENESS AMONG TEENAGERS ABOUT THE EFFECTS OF DRINKING ALCOHOL ON THEIR FUTURE LIVES

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Abstract— The study's objectives were 1) to compare the results of audience's perceptions before and after watching animation media about the impact of alcohol consumption on their future lives. 2) To compare the perception of the impact of alcohol consumption on the future lifestyle of audiences by different genders, and 3) to evaluate the audience's satisfaction with the animation media. The data collection instrument is a questionnaire to assess the perception of the impact of alcohol consumption on future lives. The statistics used to analyse the data were the mean and standard deviation. In addition, the hypothesis test used a paired t-test and an independent t-test with a significant level of .05. The questionnaire was used to determine the confidence value using Cronbach's Alpha Coefficient of 0.763. Then calculate the sample using the formula of W.G. Cochran (1953) for 385 people. Sampling was done using voluntary sampling and snowball sampling, statistical analysis of the 382 complete questionnaires was conducted.

The statistical analysis results are as follows: 1) Awareness of the impact of alcohol consumption on future life after watching the animation media, the audience had a statistically significantly higher perception result than before watching the animation media (p -value <0.05). 2) Perception of the impact of alcohol consumption on the future lives of audiences by different genders. It was found that there was no difference in perception. 3) Evaluation of audience satisfaction with the animation media produced: the average is 4.28, which is high.

Keywords: 2D animation, effects from alcohol, perception alcohol

I. INTRODUCTION

Thailand, there is an Alcoholic Beverage Control Act B.E. 2551 (A.C.2008) to control alcoholic beverages for the treatment or rehabilitation of alcoholic beverage addicts to help reduce the impact on society and the

economy. However, it was found that the problems of both accidents and access to alcohol by children and youth did not decrease, in line with research in many countries [1] [2]. In addition, in 2021, it was reported that it affects the medical expenses incurred by the consumption of alcoholic beverages by patients who use the National Health Security Agency (NHSA) account for 70 per cent of all patients in Thailand. It was found that the rate of premature death from diseases related to alcohol consumption there are a total of 14,999 cases, accounting for the cost of premature death. The value is 88.2 billion baht. According to the National Economic and Social Development Council report, presenting the State of Thai Society in the First Quarter of 2023, Alcohol and cigarette consumption reportedly increased by 2.5 per cent, representing an increase in alcohol consumption of 4.1 per cent.

According to a research study, young adults aged 18–24 years [1] [15] [16] are more likely to drink heavily than other age groups. In European countries, such behaviour exposes young adults to unpleasant events that can cause serious harm [2]. Drinking harmful alcohol is a complex public health problem. In addition, it is affected in many ways, such as physical health, which also affects oneself and family members [3] [13] [14]. Drinking alcohol has adverse effects on many body systems, including the brain and cardiovascular system; it Causes high blood pressure and affects the fetus [6].

According to the study, animation media has the potential to be used in various tasks, such as advertising and marketing, because it helps attract attention. It creates recognition, effectively communicates meaning to the audience, and presents and distributes it online so the audience can easily access animation media [7]. Some research is used to communicate and create public health awareness [8]. Therefore, the researcher has the idea of producing animation media by designing a narrative according to the film's structure. The story is based on a case study of the family experience of a family member who drinks alcohol. So, the developed animation is a communication medium to promote awareness of the impact of drinking alcohol on future life.

II. RESEARCH METHODS

Research Objectives

1. Study the perception of the impact of alcohol consumption on future life by comparing before and after watching the animation media.
2. Study the difference in perception of the impact of drinking alcohol on future life from viewers of different genders.
3. Study the audience's satisfaction with the creative design of the animation media produced.

Hypothesis

1. The effect of the audience's perception of the impact of alcohol consumption on future life after watching animation media is higher than before watching animation media.
2. Viewers of animation media of different genders have different perceptions of the impact of drinking alcohol on future life.

Research Conceptual Framework

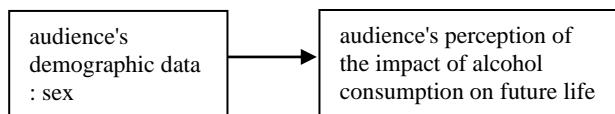


Figure 1 : Research Conceptual Framework

Population and sample

If the population is unknown, the formula of W.G. Cochran (1953) [9] with a confidence level of 95% and a margin of error of $\pm 5\%$ was used to obtain 400 people. In case of errors, the questionnaire was distributed to 385 respondents and 382 questionnaire were returned.

$$\frac{p(1-p)z^2}{d^2} = n \quad (1)$$

$$= 385$$

Sampling [10] determines the qualifications of being a higher education student, so we started using voluntary sampling of 40 people and then sent the questionnaire to friends with the same qualifications. This procedure uses snowball sampling, in which ten online questionnaires are sent to each person, a total of 400 questionnaires. Then, a statistical analysis of the 382 complete questionnaires was conducted.

Research Instruments

1. The questionnaire for evaluating animation media using the Likert rating scale is divided into five levels. The questionnaire was divided into two parts: Part 1: Perception of the impact of drinking alcohol on future life. It is divided into two sub-parts: Assessment of Perception

before and after watching the Animation Media and Part 2: Audience Satisfaction with Animation Media.

2. Animation media to encourage adolescents to be aware of the impact of drinking alcohol on their future lives.

Determining the quality of research Instruments

1. Prepare a questionnaire and propose to three experts to check the accuracy of the content by finding the Index of item Objective Congruence (IOC) and selecting items with an average value of more than 0.5.
2. A questionnaire was used to try out 30 non-sample students to find reliability using Cronbach's Alpha Coefficient method of 0.763.
3. Prepare an online questionnaire to collect data from the sample.
4. Try out the developed animation media to improve and propose the evaluation media by three animation media experts. The results of the assessment of animation media overall have an average of 4.05, which is highly appropriate.

Animation Media Production Stages

1. Pre-production stage: Research to determine the content issues regarding the impact of alcohol consumption on future life. The story is structured, the narrative is designed, and the characters and scenes are analysed to form a storyboard.

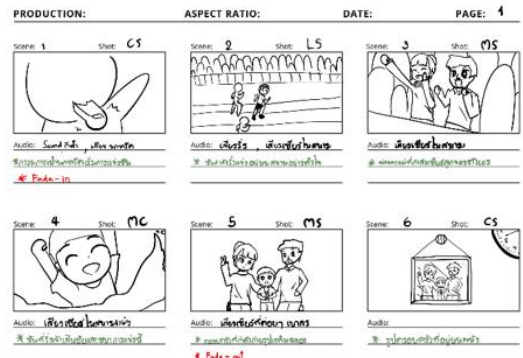


Figure 2 : Storyboard

2. Production: Use a ready-made program to design characters and scenes and create animations. Separate each scene according to the storyline of the plot, then save work files by scene, and record character voiceover audio files by scene.



Figure 3 : Design scenes to match the storyboard

3. Post-production: Use a ready-made program to sequence the story, mix the sound and images of each scene, and sound effects according to the storyboard sequence of the storyline, then render the work and prepare a file for publication. The media was trialed and presented to be evaluated by experts and then assessed by a sample.



Figure 4 : Mix audio and images with package

III. RESEARCH RESULTS

Table 1: Comparison of the perception of the impact of drinking alcohol on future life before and after watching animation media.

Perception Assessment Results	Number of people	Full Score	average	standard deviation	t	Sig (2-tailed)
Average score: Perception before watching the media.	382	5.00	1.63	.433	-97.768	.000
Average score of perception after watching the media.	382	5.00	4.09	.218		

Table 1 shows the results of the perception of the impact of drinking alcohol on future life before watching animation media; the average value was 1.63. The statistical analysis results comparing the evaluation scores before and after watching the media showed that the average score of perception of the impact of drinking alcohol on future life was 4.09. After watching media, it was significantly higher than before watching animation media, at the level of .05.

Table 2: Assessment of the Impact of Alcohol Consumption on Future Living after watching the Animation Media.

No.	Perception of the effects of drinking alcohol and future life	\bar{x}	S.D.
1	It will affect the very high cost of health care in the future.	4.26	0.442
2	It will result in continuous drinking and decreased savings for themselves and their families	4.00	0.512
3	It can have an addictive effect and affect the stress and anxiety of family members higher.	4.17	0.570
4	It will cause an accident; injuries are a burden for the family to take care of.	4.09	0.718
5	It will change behaviour and may harm themselves and their family members.	3.91	0.777
	Average	4.09	0.434

Table 2 shows the results of the assessment of the impact of alcohol consumption on future life. After watching the animation media, it was found that the overall evaluation had an average of 4.09, which is high. If you look at each item, the highest average is that the audience perceives it will affect the very high cost of health care in the future. The average is 4.26 levels. The lowest average value is that the audience perceives that it will change their behaviour, which may harm themselves and their family members, with an average of 3.91.

Table 3: The sample audience's data that assessed animation media classified by their gender.

The audiences assess animation media	Number of people	percent	\bar{x}	S.D.
Male	169	44.24	4.26	.320
Female	213	55.76	4.30	.349

Table 3. shows that 382 viewers, primarily female, 213 people, accounting for 55.76 per cent, had an average overall satisfaction assessment of 4.26 per cent.

Table 4: Average Audience Satisfaction with Animation Media.

No.	Descriptions	\bar{x}	S.D.	Level
1	Designing and creating characters suitable for the role.	4.26	0.442	high
2	Characters communicate with gestures and appearances suitable for the role.	3.91	0.777	high
3	Scene Design: Create an atmosphere that is consistent with the story.	4.17	0.570	high

No.	Descriptions	\bar{x}	S.D.	Level
4	The voice of the character is consistent with the character's personality.	4.09	0.718	high
5	Sound and effects are consistent with the presentation rhythm.	4.00	0.512	high
6	Creative design tells exciting stories to follow until the end of the story.	4.58	0.625	highest
7	Presenting the issues of the story is contemporary in today's society.	4.57	0.623	highest
8	Overview: Reflecting the impact of alcohol consumption.	4.67	0.653	highest
Average		4.28	0.615	high

Table 4 shows that 382 audiences assessed animation media and the overall satisfaction of animation media with an average of 4.28, which is high. Considering each item, it was found that the highest average satisfaction reflected the overall impact of alcohol consumption; the average satisfaction was 4.67. By the way, the lowest satisfaction average was 3.91 for the character who communicated with gestures and appearances suitable for the role.

Table 5: Results of the test on the difference in the average perception of the impact of drinking alcohol on future life by audiences with different genders.

Studied Variables		F	Sig	t	Sig
Perception of the effects of drinking alcohol	Equal variances assumed	1.120	.291	-1.182	.238
	Equal variances not assumed			-1.195	.233

Table 5 shows the results of the Equal variances test significantly at .291, which is greater than 0.05, meaning that males and females have no differences in variances of the perception of the effects of alcohol consumption on their future lifestyles, significantly at .05. Therefore, considered the results of the test of the equality of the mean between the male and female groups using the t-value in the case of the same variance. It showed that the t-value was -1.182, and the Sig value was .238, more

than 0.05. Assume that the impact of drinking alcohol on the future lifestyle of men and women is no different.

IV. DISCUSSION OF RESEARCH RESULTS AND SUGGESTIONS FOR THE STUDY

1. Based on the results of the assessment of the perception of the impact of drinking alcohol on future life. It is in line with the study of research by Suchitra (2023), which found that females are affected by alcohol drinkers who are family members, while males are affected by alcohol drinkers who are unknown. However, it was found that both males and females, although the impact is recognised, the motivation of the environment, friends, and society Causes alcohol consumption [1].

2. Based on the results of the assessment of the impact of drinking alcohol on future life. After watching the animation media, it was found that the assessment had the highest average value, which is what the audience perceives will affect the future very high cost of health care. According to research Suchitra [14], it is reported that caregivers of alcohol drinkers are also affected.

Suggestions for further Research Development to let alcohol drinkers know how they will be affected. It is also essential to be aware that there will be an impact on family members, such as loss of income due to absence from work to take care of patients who drink alcoholic beverages or bearing the cost of damages incurred by others affected.

3. Based on the assessment of the perception of the impact of alcohol consumption on future lifestyles. After watching the animation media, it was found that the evaluation had the lowest average value, which is that the audience perceives that it will change their behaviour and may harm themselves and their family members. According to the study [13] [14], it has been reported that victims of violence are assaulted by people who drink alcohol. 29.00 per cent, and those who drank admitted to hurting close people by 44.00%.

Suggestions for further research development should encourage adolescents to be more aware of the issue that alcohol drinkers tend to increase their violent behaviour. Family members, including themselves, must also be punished for violent acts.

4. Based on the assessment of audience satisfaction with animation media. It is in line with the study of [7] [8], which reported that animation media has the potential to perceive the audience to attract attention. It creates recognition and helps strengthen understanding of the content of the message to be sent.

Suggestions for further development of the study and creatively design animation media to promote awareness of the content of any issue. It may take more principles of advertising media design, such as scene design and text design, to create recognition for the audience.

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