

ABSTRAK

BELLA ANGELINA PUTRI, NIM 2213151009, “Visualisasi *Independent Mother* Sebagai Inspirasi Penciptaan Ilustrasi Digital”. Skripsi, Jurusan Seni Rupa S-1. Program Studi Pendidikan Seni Rupa. Fakultas Bahasa dan Seni, Universitas Negeri Medan, 2025.

Penelitian ini dilatarbelakangi oleh fenomena pergeseran peran gender di Indonesia, di mana data BPS 2022 mencatat 9,27 juta perempuan berperan sebagai kepala rumah tangga atau *independent mother* yang menghadapi kompleksitas tantangan berupa stigma sosial, diskriminasi, serta kerentanan ekonomi pasca-perceraian atau kehilangan pasangan. Berangkat dari problematika tersebut, penelitian ini bertujuan untuk menganalisis faktor determinan pergeseran peran ibu mandiri serta mentransformasikan narasi perjuangan mereka ke dalam media komunikasi visual yang edukatif. Melalui metode penciptaan sistematis yang mengacu pada kerangka kerja Gustami (2004) dan Rahmawati (2018), proses kreatif dijalankan melalui tiga tahapan utama: eksplorasi data empiris berdasarkan observasi dan studi literatur, perancangan konsep desain, serta perwujudan visual menggunakan teknik *digital painting* pada perangkat lunak *Ibis Paint X* dan *Clip Studio Paint*. Hasil penciptaan yang tertuang dalam karya bertajuk "Visualisasi *Independent Mother* Sebagai Inspirasi Penciptaan Ilustrasi Digital" ini menghasilkan 12 karya ilustrasi digital yang menyimpulkan bahwa penggunaan simbolisme visual dan palet warna dramatis mampu merepresentasikan resiliensi serta dinamika psikososial ibu mandiri secara efektif. Secara keseluruhan, karya ini berhasil mengartikulasikan perjuangan domestik dan finansial subjek sebagai upaya untuk mendekonstruksi stigma negatif sekaligus meningkatkan literasi dan apresiasi masyarakat terhadap peran krusial ibu mandiri dalam struktur sosial kontemporer.

Kata Kunci: *Independent Mother*, Ilustrasi Digital, Penciptaan Seni, Visualisasi, Peran Ganda.

ABSTRACT

BELLA ANGELINA PUTRI, NIM 2213151009, "Visualization of Independent Mother as Inspiration for Digital Illustration Creation." Thesis, Department of Fine Arts S-1. Fine Arts Education Study Program. Faculty of Languages and Arts, Medan State University, 2025.

This research is motivated by the shifting phenomenon of gender roles in Indonesia, where 2022 BPS (Statistics Indonesia) data recorded 9.27 million women serving as heads of households or independent mothers. These individuals confront complex challenges, including social stigma, discrimination, and economic vulnerability following divorce or the loss of a partner. Addressing these issues, this study aims to analyze the determinant factors behind the shifting roles of independent mothers and to transform their narratives of struggle into educative visual communication media. Utilizing a systematic creation method based on the frameworks of Gustami (2004) and Rahmawati (2018), the creative process was executed through three primary stages: exploration of empirical data derived from observations and literature studies, design concept formulation, and visual realization using digital painting techniques in Ibis Paint X and Clip Studio Paint. The creative output, titled "Visualization of Independent Mothers as Inspiration for Digital Illustration," consists of 12 digital illustrations. The results conclude that the application of visual symbolism and dramatic color palettes effectively represents the resilience and psychosocial dynamics of independent mothers. Overall, this work successfully articulates the subjects' domestic and financial struggles, serving as an effort to deconstruct negative stigmas while enhancing public literacy and appreciation for the crucial role of independent mothers within the contemporary social structure.

Keywords: Independent Mother, Digital Illustration, Art Creation, Visualization, Dual Roles.