

ABSTRACT

2D Animation “Post” Storyboard Design About Social Media Influence on Millennials Lifestyle

Millennial generation that was born in year 1981 to 2000, was a generation that raised in the era of technological revolution. This generation tend to have lifestyle that can't be parted from technology and gadgets, especially the ones in communication field. Social media often used by millennials for various purpose, such as interacting with other people, sharing their creations, or showing oneself through online medias. Even though it seems like there's so many benefits, too much using social media can cause some kind of addiction and will effecting one social lifestyle. Millennials that dominate the users of social media need to know the influence it has for their lifestyle. The purpose of this storyboard design is to educate people about the influence of social media on millennials lifestyle in the form of short 2D animation. Data collecting method that's used in this research is through literature study, observation, interview, dan questioner. The data that have been collected will be analysed with Miles and Huberman method and the results will be implemented in the script and illustrated in the form of storyboard. It comes in the form of 2D animation titled “POST” that tells the story about a college student, Kirana, and her adventure in social media world and how it influenced her life.

Keywords: Storyboard, 2D animation, millennials, lifestyle, social media, influence