

ABSTRACT

Social media has a huge impact on today's life because there are no more restrictions on socializing with each other. If used well, social media can facilitate daily activities, especially in finding connections, trading, expanding friendships, and even building reputations. Social media can now be easily accessed by all circles, so there are not a few children and teenagers now who have social media accounts. However, excessive use will lead to opiate behavior and even affect mentality and self-confidence. Therefore, there is a need for building awareness on the impact of excessive social media use, especially on adolescents. The purpose of this design is to find out the impact of excessive social media use on the mentality of teenagers and conceptualize their animated works. The design of the work will be worked on using digital techniques. The method used for the data approach is a qualitative method, namely by literature studies, interviews and the study of works and analysis. Media output to display works to target audiences in the form of artbooks. The result of the design is in the form of concept art that depicts a minder teenager trying to combat his self-confidence through adventures in a virtual world. This animated concept art has a visual style in the form of the current world combined with a cyberpunk fantasy-themed virtual world that is expected to attract the attention of the target audience. With the design of this animated concept art, it is hoped that teenagers can better recognize the impact that can be felt from the use of social media on their mentality and self-confidence.

Keywords: Social Media, Teen, Confidence, Animation, Concept art