

ABSTRACT

Munafatimah, Athaya Sesikofhanun. (2022). *Character Design for 2D Animation of the Burnout Phenomenon on Visual Communication Design Students at Telkom University*. Final Project. Cisial Communication Design Department. Faculty of Creative Industries. Telkom University.

Burnout is work stress characterized by physical and emotional exhaustion. Not only office workers, but students can also experience burnout caused by school activities. Burnout has symptoms of apathy towards work, which leads to reduced work performance. In college students, burnout causes a decrease in the quality of students in doing lectures, reduced grades, and being indifferent to lectures. Therefore, a character design was made for the needs of 2-dimensional animation that discusses this phenomenon with the aim of introducing burnout to students. Character design is made by looking at the characteristics of DKV Telkom University students who experience burnout. Data were collected using qualitative methods in the form of observations made on the DKV Telkom University students, literature studies related to burnout and character design, and interviews with a psychologist and a student of DKV Telkom University.

Key words: animation, burnout, character design, college students