

ABSTRACT

Body image insecurity is a form that occurs due to lack of confidence in physical appearance. The appearance of feelings of discomfort, anxiety, embarrassment and fear is a symptom of sufferers. Normalization of the general public towards the ideal body shape is one of the factors causing insecurity. To reduce the impact of insecurity, researchers are interested in raising it in 2D animation media. In making storyboards qualitative data is needed to strengthen the message to be conveyed. Main data collection was carried out by interviews, and literature study on informants. As well as for the collection of supporting data using a questionnaire. The story is a fictional genre with fable characters representing sufferers of body image insecurity, animated stories that have the importance of maintaining mental health. Camera movement, camera angle, type of shot, and composition can help convey the message in the storyboard. In this design, the results are in the form of animated storyboards, posters and merchandise as a complement.

Keywords: *2D Storyboard Animation, Body image insecurity, Psychology.*