

ABSTRACT

Using Social media every day is a common activity carried out by humans in this modern era, especially for teenagers who are children who are still looking for their identity, where they often use social media to see updates on the virtual life of someone they idolize or their friends. This can cause a teenager to be interested in following what his idol does and has so he will buy things used by his idol. This is called consumptive behavior, where a person will buy goods only for self-satisfaction and this happens a lot to teenagers generally at the age of 15-20 years. In this stud, it will be designed using visual analysis and comparison matric analysis. With the aim of providing information about consumptive shopping behavior in adolescents aged 15-20 years. The result of the research is an interactive infographic video.

Keyword: Consumptive, social media, teenager