

ABSTRACT

Digital footprint is a record of all the activities performed by an individual when using an internet page. Ever since Indonesia has entered the digital era, the discussion of this has become a hot topic, especially if it can affect the use of their personal branding in career opportunities. When looking at the job market today, personal branding, which is a self-image to help in the career development process, is vulnerable to not being maximized when an individual's digital footprint is not maintained, thus damaging the self-image that has been developed. Therefore, the storyboard design for this 2D animation aims as an educational media to raise awareness of the importance of maintaining secure digital footprints and maximize the use of personal branding in the process. By providing an appropriate narrative and visualization of the story to attract the attention of students studying in Bandung to build their career and safety in maintaining their digital footprint. Data collection was carried out independently through literature study, observation, interviews, and questionnaires. The analysis showed that there is a general awareness of digital footprints, although the knowledge of digital footprint management is not fully known.

Key Words : *Digital Footprint, Personal branding, Storyboard, 2D Animation, College students*