

ABSTRACT

Body shaming is a form of negative behavior that involves insulting or criticizing someone's physical appearance, which often occurs in digital spaces such as social media. This phenomenon is increasing with a major psychological impact on victims, such as decreased self-confidence, anxiety, and even depression. This research aims to design and create a motion graphic that addresses the theme of body shaming behavior that occurs on social media. As a response to this problem, motion graphics were chosen as an effective communication medium to convey messages audio-visually.

The motion graphic design process began with collecting data regarding the body shaming phenomenon using a qualitative approach through interviews, observation, documentation and data analysis literature studies. It is hoped that the resulting motion graphics can be an effective educational tool, able to increase awareness about the dangers of body shaming and encourage audiences to be more careful in using social media. In addition, through attractive visualization, this motion graphic aims to encourage behavioral change by making a positive contribution in building a more inclusive and supportive digital environment.

Keywords: Motion Graphics, Body Shaming, Social Media, Education.