

ABSTRACT

To help a victim of cyberbullying, it is necessary to understand how cyberbullying occurs and what victims need so that we can provide appropriate support. By understanding the meaning of cyberbullying and the mentality of both perpetrators and victims, we hope to reduce cases of cyberbullying in Indonesia.

A well-designed character can create an emotional connection with the target audience. One factor in creating an emotional connection is representation. Appropriate representation can help cyberbullying victims feel less isolated and open up to the public. Through representation and the influence of narrative, it is hoped that the game character can build an emotional connection and increase empathy in the target audience.

The objective of this study is to increase empathy among the target audience so they can be more sensitive to the phenomenon of cyberbullying. This is achieved through a game with character designs that represent both sides of cyberbullying cases.

Keywords : Cyberbullying, representation, emotional, empathy, target audience, perpetrator, victim.