

ABSTRACT

2D ANIMATION CHARACTER DESIGN ‘NU TEU EREUN’ AS AN INFORMATIVE MEDIUM ADDRESSING NEGATIVE EFFECTS OF SOCIAL MEDIA ON THE CONSUMPTIVE BEHAVIOR OF TEENAGERS

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Technological advancements in Indonesia have made it easier to access various needs. However, this convenience has led to excessive consumer behavior, which can affect the psychology of late adolescents. Such behavior tends to drive individuals to go to great lengths to fulfill their desires rather than their actual needs. Therefore, a character animation design medium is needed to convey information about the negative impacts of social media on the consumer behavior of adolescents in Bandung. This research was conducted using a qualitative method through interviews, observation, and literature studies, along with a questionnaire as a quantitative data collection technique to obtain additional insights. The collected data were then analyzed using descriptive analysis. The research findings indicate that understanding the target audience's behavior, exploring shapes and silhouettes, and selecting appropriate colors are essential aspects in designing a 2D character animation as an informational medium about the negative impacts of social media on consumer behavior.

Keywords: Social Media, Consumptive Behavior, Design Character, 2D Animation