

ABSTRACT

DESIGNING 3D BACKGROUNDS IN AN ANIMATED FILM TITLED “TURNING POINT” ABOUT THE POSITIVE IMPACT OF THE FOMO PHENOMENON IN RUNNING

The fitness level of the Indonesian population remains relatively low, with the majority falling into the unfit category. However, amid this condition, the phenomenon of Fear of Missing Out (FOMO) has emerged as a positive trigger in forming exercise habits, particularly among the productive age group of 18–25 years. Social media plays a major role in spreading fitness trends, especially running, which motivates young audiences to participate in order to avoid being socially left behind. This study designs a short animated film that highlights the FOMO phenomenon in sports as its main narrative, using a communicative visual approach and representative background design. Animation is chosen as the medium due to its ability to convey complex messages in a light and effective manner to young audiences. This design aims to educate and inspire the younger generation to adopt an active and healthy lifestyle through positive social influence.

Keywords: FOMO, running, animation, healthy lifestyle, 3D background, youth.