

ABSTRACT

Fan culture is a significant topic among young adults. Social media increases parasocial relationships, and these relationships often grow into obsessive behaviors toward public figures. This project examines the psychological effects of fan obsession through a 3D animated trailer titled *Dibalik Layar* in the psychological thriller style. The objective is to show the mental consequences of excessive fan behavior and to prompt audiences to maintain healthy emotional boundaries with public figures. The research process included interviews with a clinical psychologist and a psychiatrist, online observation of fan communities, and questionnaires for idol fans in Bandung. Responses and observations were analyzed to guide the design of the trailer. The choice of 3D animation supports strong emotional delivery through precise visual storytelling. The creator intends the project to function as a clear visual communication tool and a starting point for public discussion on fan-idol boundaries. The work also aims to inspire other Indonesian animation projects that examine psychological and cultural subjects with accuracy, focus, and respect for real-world context.

Keywords: Fan Obsession, Parasocial Relationship, Idol, 3D Animation, Psychological Thriller.