ABSTRACT

Hotasi, Abel. 2019. *Designing Animate Character in 2D "FAME" Animated Short Films as efforts in realizing the Social Media Impact for Youth Generation.* Final Project. Visual Communication Design. Faculty of Creative Industry Telkom University.

The development of Information Technology greatly influences every individual, as known as the attitudes of adolescents in the age range of 15-18 years, when they have been greatly influenced by Social Media and seem addicted, moreover they don't know what impact is generated when accessing Instagram. Therefore, it is very important for an education to show about the phenomenon of addiction to access Instagram. Animate Design in this 2D animation short films "Fame" is needed and aims to support the characters displayed in showing their movements. For the research method used in this design is a qualitative research method with phenomenological approach, using sources from literature studies, interviews, and observations, and using matrix analysis on 2D animation films of the same type.

Keyword : Animation, Animate, Addicted, Instagram, Short 2D Animation