ABSTRACT

Amalia, Diah Rizki. 2019. Designing Script and Storyboard Impact Of Social Media On Gadget In Fame 2D Short Animation. Final Project. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.

The development of technology on the internet is very helpful and makes it easier for humans to access the internet to find whatever is needed. That way, teenagers in Bandung whose ages range (15-18 years) are now happier in playing gadgets, rather than working, and communicating. This Instagram Story feature makes teenagers addicted and can't stop. Wherever they are, they always share Instagram Story with their followers. Whatever they experience, both happy events and grief, where they are, the food they eat, and others they will always share the moment on Instagram Story, which makes the addiction appear within them. The Instagram Story addiction causes various effects that do not look like a bad impact on adolescent health. Therefore, we need a media of education and information that Instagram Story addiction is bad for them. The script and storyboard design of this 2-dimensional animation aims to insinuate the lives of teenagers in Bandung who are addicted to Instagram Story. The method used in this design starts from data collection covered by literature studies, interviews, and observations, then the data are analyzed with a qualitative phenomenal approach and from the results of this analysis the impact of Instagram Story addiction for teenagers in Bandung is obtained. This animation was made to insinuate teenagers so that they realized that what they were doing was unsightly and had a negative impact on them.

Keywords: Addiction, Social Media, Instagram Story, Script, Storyboard, 2D Animation.