

## ABSTRACT

The millennial generation is a generation that born in 1980-2000, and grows together with the developments of technology that make them dependent on technology, especially social media. Because of that, millennial seem indifferent, like, tend to look busy with their gadgets as if they reduce interaction. The usual phenomenon is, when gathering with family, millennial tend to busy themselves with their gadgets as if they reduce interaction. The design of this 2D animated character aims to show how millennial can use social media as a positive thing. For millennial generation, college students and an influencer who are around 20-25 years old will be sampled. The method of designing or research using a qualitative method. Then, analyzed data that has been collected, from the results of the analysis, obtained the characteristics of millennial generation in general, and characteristics millennial generation in social media, which will later be used as a reference for designing 2D animated characters, so that target targets can understand the millennial picture and can receive messages that will be delivered.

**Keywords:** Millennial, College students, Influencer, Lifestyle, Communication Technology, Social Media, 2D Animation Characters