

## **ABSTRACT**

*Bullying or in Indonesian language is called oppression is a behavior that is detrimental to the perpetrators and victims. In the chosen topic, the author focuses more on the impact of violence in school (bullying) on victims in the task of adolescent development. The impact, they might struggle to develop deviant behavior, commit criminality, or shut down from society. Therefore, adolescent development needs to be maintained and also considered by each individual.*

*Therefore, the design of this animation is made to visualize the phenomena that occur using the genre of slice of life, as well as using character from junior high school students that studying in Makassar area, South Sulawesi. The method that will be used by the author is a qualitative method with a phenomenology approach. Collecting library study data, interviews, and observations in the Makassar area. In the observations made, it can be concluded that students who are victims of bullying will disrupt the process of completing developmental tasks which will lead to community rejection and unhappiness. Therefore, the solution of the phenomenon problem is the need for designing 2D character designs for animation needs as a medium to convey messages to the audience.*

*Keywords: Animation, 2D Animation. Character Design, Bullying, Impact of Bullying, Developmental Tasks.*