

ABSTRACT

The development of technology at this time is very fast. This can be seen from the emergence and development of gadgets and the internet. Technology influences on millennial generation can be seen from every activity that is always accompanied by technology. Technology dependence on millennial generation is often considered negative by many people because of lack knowledge about millennial generation. In its lifestyle, technology that is often used by millennial generation is a mobile phone that is used to interact with others through social media. This interaction is more often done through social media rather than direct interaction. Therefore, millennials generation are less well known to other generations and millennials itself. This phenomenon can be used as a reason to make a 2D animation as a medium to introduce millennial generation because it has a large influence on the millennials generation. In 2D animation there is a very important element, namely the environment to build a story, atmosphere, and character. Therefore, this plan is focused on designing the 2D animation environment to get to know millennial generation. The design method is carried out starting from data collection through literature study, observation, and interviews, and then analyzed using qualitative methods. From the results of data analysis, it was found that the general characteristics were visualized from the arrangement of the millennials room environment, campus location and social media as a place for millennial generation to interact. So that the Bandung millennial generation students can find out the environmental background which is a reflection of the environment of Bandung millennial generation student activities.

Keywords: Technology Development, Social Media, Millennial Generation, 2D Animation, Environment.