

ABSTRACT

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From the past until now, the actions of toxic masculinity are still normalized. Toxic masculinity is a social standard for men that ultimately destroys his own life and that of others. Toxic masculinity has a negative impact on men and women, such as making it difficult for men to express sad emotions, triggers for bullying, and prone to violence. Animation has several benefits, such as as a means of education and a means of entertainment so that it is suitable to be able to educate people about toxic masculinity in a more interesting way. In creating animation we need a character design step. Character design is a character visualization process that is tailored to the theme of the story. Method of collecting data used are observation, interviews, literature study, and questionnaires. While the research method uses the mix method.

Keywords: Toxic Masculinity, Character Design, Social, Male, Female.