

## **ABSTRACT**

*TikTok is one of the social media platforms that has received a lot of attention lately since it provides users the facilities to express themselves freely using virtual identities. Excessive usage by teenagers can lead to addiction and the illusion of perpetual fame. Therefore, we need a show that aims to educate the danger of TikTok addiction for teenagers which is presented in an attractive way and doesn't seem too patronizing. 2D animation is one of the mediums of information delivery that is liked by all ages, especially teenagers. Presenting a 2D animated series in a vertical format is relatively new and has not been widely used, so it aims to get higher attention and interest from the existing target audience, namely teenagers who use the TikTok application. The method used in this design is data collecting with literature studies and visual studies through similar animations. In this design, it is expected that the result will be a 2D animation series that is packaged vertically that uses mixed techniques in the form of tweening and frame by frame and applying 12 animation principles.*

*Keywords: addiction, animation series, frame by frame, tiktok, tweening, vertical animation*