ABSTRACT

Cyberbullying is violence committed by an individual or group against another individual or group on social media. Cyberbullying takes many forms and methods. Cyberbullying can take the form of sending threatening messages via email, uploading images that harass the victim, creating a website designed to spread slander and ridicule the victim, and accessing other people's social media accounts to threaten and cause trouble for the victim. Long-term cyberbullying can kill a person's self-confidence, make them feel sad, uncomfortable, always guilty or a failure because they can't handle the disruption.

The result of observing this phenomenon is that cyberbullying is practiced to humiliate and subdue individuals and groups by verbally commenting on the content uploaded by the victim. Cyberbullying is usually done by teenagers, especially urban teenagers who are close to the development of technology. The phenomenon of cyberbullying has become much more prominent due to the easy access to the virtual world or social media, but cyberbullying is still negligible in Indonesia.

The methodology used is a qualitative method, where this method produces descriptive information from observed sources in the form of written or spoken word. Later, the design becomes a concept focusing on motion graphics, which is then put together in the form of a movie trailer.

Keywords: Cyberbullying, teenagers, motion graphics, movie advertising