ABSTRACT

Instagram is one of lots social media that is been used by many people of Indonesians, especially the teenagers. That because Instagram is easy to use and there is lot of trend that gone viral, also Instagram can be used as a medium to deliver a messages through pictures or videos. But, behind all these positive things, Instagram still has the negative side that can impact the teenagers mindset that can caused cyberbullying happen. Therefore, it need a media that can deliver the education and one of them is through 2D short animation. In the animation, it needs a visualization of character that can be shown that the animation feels more attractive. The final of the design is for making character design for "Social Fighter" short animation. Writer used qualitative method through observation that will be monitoring Instagram page, literature, and interview to collect the data then it will be processed and analyzed until it will be that one valid data.

Keyword: Cyberbullying, Design Character, Instagram