

ABSTRACT

Instagram is one of the social media that is widely used by many people in Indonesia to communicate and can also be used as a media for buying and selling, this social media is widely used by Indonesians, especially users by teenagers who come from the city of Bandung, West Java. This media can have a positive impact on Instagram users, but there are also negative impacts, such as cases of cyberbullying carried out by teenagers to bully other people. Therefore, media is needed to show and provide education on the impact of cyberbullying behavior from flaming, outing & trickery and harassment in the form of 2D animation media. In this design, the writer gets a jobdesk as a background artist whose job is to create a background in a shot or scene with the aim of identifying the place, atmosphere and time. This background design is made based on the data that has been collected by the author using qualitative methods in the form of observations, interviews and literature studies.

Keyword: *Cyberbullying, background artist, 2D animation*