

## **ABSTRACT**

Azalia Syaikhah Nahda. 2023. The Design of a Storyboard for 2D Animation as an Anti-Bullying Information Media for Elementary School Students. Final Project. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.

Bullying is an act of violence in which a person or group of people hurt either physically, verbally or in a relationship that someone has because of differences in strength. Bullying behavior can be found anywhere and one of them is in educational units, namely in elementary schools. Therefore, an information medium is needed for elementary school students to stay away from bullying behavior. One of the information media that can be used as a messenger is 2D animation media. This study aims to design a 2D animated storyboard that can convey anti-bullying messages and information to elementary school students. The research method used in the process of designing is mixed method. There are two stages conducted in the process, i.e., need analysis stage and the designing stage. In the need analysis stage, interview, questionnaire, and observation are used as the method to collect the data. Based on the results of data analysis, it was found that bullying behavior that occurred in elementary schools was mostly verbal, while physical bullying rarely occurred. Students understand disgraceful behavior is part of bullying. The 2D animation storyboard obtained from the results of this study is expected to be able to convey messages and information to elementary school students to stay away from bullying behavior.

**Keywords:** 2D Animation, Bullying, Elementary School Students, Storyboard