ABSTRACT

Instagram is currently one of the social media platforms most played by Indonesians. The lifestyle of today's teenagers cannot be separated from technological advances that exist in this modern era, especially young Intsagram users who follow many viral trends. But with so many new things on Instagram, it actually has a negative impact on the mindset of teenagers which can lead to cyberbullying. Therefore, we need a media that aims to help and encourage teenagers in Indonesia when playing Instagram so as not to harm other Instagram users in the form of showing 2D animation. In a 2D animation, the animator plays an important role in making an image come alive and moving, the animator also plays a role in fully describing a shot or scene to make it into a full animation. Animations created by animators use 12 principles of animation and acting characters assisted by references from similar works designed based on data collected from qualitative research, using primary data collection methods such as literature, observation and interviews and assisted by secondary data such as questionnaires. The end result of this design is a short 2-dimensional animation with a duration of 6-7 minutes which can be watched on the Youtube platform.

Keywords: Animator, Cyberbulying, Instsagram.