

## **ABSTRACT**

*Fenomena parasocial is a psychological phenomenon related to one-way interaction between fans and their idols in the media. This phenomenon begins with a high level of interaction between fans and their idols, which then leads fans to engage in activities that invade the privacy and security of the idols. Awareness of this phenomenon is crucial for those involved, particularly JKT48 fans. Based on the phenomenon and the issues that arise, an educational animation motion graphic was designed to educate fans about parasocial phenomena in JKT48. The research method used was a mixed-methods approach with a sequential transformative design. The result is an animated motion graphic that explains the concept of parasocial phenomena with engaging and dynamic visual support. This animation can be used as an educational medium for both fans and the general public.*

**Keywords:** *Animation, Educational Media, JKT48, Motion Graphic, Parasocial*