

ABSTRACT

The development of digital technology has various benefits to help with daily activities, but it cannot be denied that it also has a negative impact if we are not being careful. When accessing the internet, we leave an archive or trace commonly referred to as a digital footprint. A person's digital footprint needs to be considered and maintained because digital footprints cannot be removed easily. Therefore, there is a need for educational media about the importance of maintaining digital footprints, especially for students who are creating personal branding and will soon graduate to find job vacancies. For this reason, the creation of 2D animation as an educational media to raise awareness of maintaining digital footprints requires a character concept art design for the process of making 2D animation works by determining the appropriate concept and artstyle so that the message to be conveyed can be captured properly by the audience. The 2D animation is based on data search through observation, interviews, questionnaires, and object analysis.

Keywords: digital footprint, personal branding, 2D animation, character concept art, university students