ABSTRACT

Along with advancement of information and communication technology today, technology allows us to connect with each other through social media such as TikTok, Instagram, and YouTube. However, excessive use of social media can cause dependence and can lead to Fear of Missing Out (FoMO) behavior among students who are close to social media in their lives. This design aims to create an animatic storyboard as an effective information media about the impact of FoMO behavior influenced by social media on students consumptive lifstyle. Through the utilization of animatic storyboards that can be used as visual media to convey messages in an interesting and easy to understand way. This design method involves several methods such as questionnaires, observations, interviews, and literature studies which then the data is processed using mixed method analysis with a phenomenological approach. The results of this study and design are expected to provide useful information to help students make wiser decisions regarding their consumption.

Keywords: *social media, college students, Fear of Missing Out, consumptive behavior, animatic storyboard*