

ABSTRACT

Syahrani Rahma Bachtiar

1604204080

2024

VISUALIZATION OF THE IMPACT OF VERBAL BULLYING IN 2D ANIMATION WORK

*“Final Project: Fine Arts Study Program, Faculty of Creative Industries
Telkom University”*

This work raises the issue of the negative impact of verbal bullying on individuals, especially in relation to language and accent differences that are considered “medhog” in a social context. In this context, the author explores personal experiences as an overseas child who experienced verbal bullying due to cultural and linguistic differences. The main focus is on how such bullying can affect one's self-concept and self-confidence. The work is based on a literature review that investigates theories related to the psychological impact of bullying and the author's personal experience as a linguistic minority in a new social environment. One of the main inspirations is the work of artist Hannah Grace, who through the animation “Overcomer”, depicts the journey of a victim of labelling in dealing with anxiety and depression. The result of this work is expected to provide a deeper understanding of the dangers of bullying that often goes unnoticed by the surrounding community. The conclusion of this work shows that bullying can affect not only an individual's self-concept but also their social behavior. Therefore, the author proposes the creation of artwork in the form of 2D animation as a medium to visualize and convey messages about the urgency of reducing verbal bullying in society.

Keywords: 2D Animation, Psychological Impact, Social Interaction, Verbal Bullying.