

ABSTRACT

An identity crisis is a mental health issue caused by social pressure that often emerges during adolescence. This phenomenon manifests as confusion in the search for identity or self-identity among adolescents due to social pressure from their immediate environment, including family, educational settings, and social media. Among the ten major provinces in Indonesia, West Java Province, particularly the city of Bandung, is one of the largest cities with cases of mental disorders that also frequently contribute to identity crises among adolescents since 2023. To minimize adolescents experiencing identity crises and social pressure, appropriate media are needed to provide visual representations and deep psychological reflections for them. This design aims to understand how to design 2D animation backgrounds as an effective reflective medium for teenagers experiencing identity crises and social pressure. This design uses qualitative methods with data collection techniques such as observation, interviews, literature reviews, and questionnaires as supporting data. The research results indicate that understanding identity crises and social pressure among teenagers using a visual storytelling approach, along with appropriate backgrounds and environments, can provide a deeper representation of the issues faced by teenagers.

Keywords: Animation, Identity Crisis, Reflection, Psychological, Background Design, Adolescent