

**PERANCANGAN VISUAL STORYTELLING 2D HYBRID
ANIMASI PADA KAMPANYE MENINGKATKAN SELF-ESTEEM
GENERASI MUDA**

KARIMA SAMIA
42320010086

ABSTRAK

Gangguan mental pada generasi muda yang terjadi di era sekarang dapat berdampak buruk bagi kehidupan di masa depan, gangguan mental seperti depresi didasari oleh self-esteem yang rendah, hal ini menunjukkan pentingnya memahami dampak psikologis darpenilaian diri yang negatif. Perancangan animasi *hybrid* 2D menggabungkan teknik *rotoscoping*, *frame by frame*, dan *stop motion*, dengan desain karakter universal yang mudah dipahami. Ditujukan untuk generasi muda yang akrab dengan teknologi, animasi ini bertujuan untuk meningkatkan pemahaman mengenai *self-esteem* atau nilai diri di tengah dampak negatif globalisasi dan digitalisasi yang sering memicu masalah kesehatan mental. Animasi sederhana dan konten sosial media digunakan sebagai media kampanye karena aksesibilitasnya yang tinggi. Umpan balik pengguna menunjukkan bahwa mereka merasa lebih memahami self-esteem dan cara mengatasinya setelah menonton animasi Bloom. Konsep dan teknik visual storytelling yang digunakan dianggap menarik, informatif, dan relevan. Meski promosi kampanye belum maksimal, animasi ini dinilai unik dan orisinal, dengan cerita yang relevan dan kolaborasi dengan BEM FDSK yang mendapat respon positif. Penggunaan tujuh *visual storytelling trope* digunakan dalam membantu penyampaian pesan secara efektif, menjadikan animasi hybrid ini menarik dan berbeda, mampu menarik perhatian audiens.

Kata Kunci: *Self-esteem*, komunikasi visual, kampanye, animasi *hybrid*.

PERANCANGAN VISUAL STORYTELLING 2D HYBRID ANIMASI PADA KAMPANYE MENINGKATKAN SELF-ESTEEM GENERASI MUDA

KARIMA SAMIA
42320010086

ABSTRACT

Mental disorders in the younger generation that occur in the current era can have a negative impact on life in the future, mental disorders such as depression are based on low self-esteem, this shows the importance of understanding the psychological impact of negative self-assessment. Hybrid 2D animation design combines rotoscoping, frame by frame and stop motion techniques, with universal character designs that are easy to understand. Aimed at the younger generation who are familiar with technology, this animation aims to increase understanding of self-esteem or self-worth amidst the negative impacts of globalization and digitalization which often trigger mental health problems. Simple animations and social media content are used as campaign media because of their high accessibility. User feedback showed that they felt they had a better understanding of self-esteem and how to deal with it after watching the Bloom animation. The visual storytelling concepts and techniques used are considered interesting, informative and relevant. Even though the campaign promotion was not optimal, this animation was considered unique and original, with a relevant story and collaboration with BEM FDSK which received a positive response. The use of seven visual storytelling tropes is used to help convey messages effectively, making this hybrid animation interesting and different, able to attract the audience's attention. Keywords: Self-esteem, visual communication, campaign, hybrid animation.