ABSTRACT

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The development of technology and information that invented online social media has affected many living aspect, like social media Instagram. With Instagram, making changes in the behavior of users, especially teenagers (15-20 years old) becoming hypereal, i.e. can't distinguish between the real world and cyberspace to show things they documenting. The need to use Instagram will continue to increase followed by a variety of desires to self-exist in the midst of the environment. This is also related to how teenagers want to show their self-image in online social media (Instagram). Due to adolescence is a period of searching identity, make teens will try anything to make their image. There are different ways teenagers decide their self-image, such as extroverted and introverted personality. Therefore, it is necessary if there is a media that can visualize the extroverted and introverted teenagers who experienced hypereality of social media Instagram. The design of 2-dimensional animation character aims to direct teenagers about hyperality of social media Instagram. The design method was carried out in stages including data collections (literature study, interviews, and observation), then the data were analyzed using a qualitative phenomenological approach. From the results of data analysis, it was found that the general characteristics of face shape, general content of uploads in Instagram, to the way of dressing used by extroverted and introverted teens, which later used as a reference in the character design of 2-dimensional animation. So, the teenager will feel as if the character is their self who is doing the same thing when using social media Instagram.

Keywords : Hipereality, Instagram, Teenagers, Extrovert, Introvert, Character, 2D Animation.