

ABSTRACT

Since the spread of the popularity of tiktok in recent times, the enthusiasm of the masses has become less restrained, and this has even affected many teenagers in the age range of 12-17 years, which in the end, by minimizing parental supervision, actively activate tiktok as a medium of content creation, as well as the media to watch the content presented on tiktok itself. Basically, the variety of different content shows on TikTok, can be dangerous and even provide its own risk for children and teenagers, if the parents do not provide sufficient direction and supervision. Because of this, by referring to the existing phenomenon, the author was compelled to create a background for a vertical 2D animation of public service advertisements regarding the impact of tiktok addiction on adolescents aged 12-17 years. The background that will be made is to visualize the atmosphere of the house and this is intended to strengthen the delivery of information about the location which is generally a favorite place for teenagers to spend their time playing tiktok. The method is applied in stages, where for the first time data collection (literature study, interviews and observations) is carried out which is then carried out after analyzing qualitative data. Results Analysis of the data obtained is about the results of the site survey in the format of photo documentation and about the presentation of the results of interviews with relevant sources.

Keywords: Vertical 2D animation, Advertisement, Teenager, Tiktok