

ABSTRACT

Instagram is a social media platform with many users, one of which is the Indonesian people. Users themselves have many age categories, which are dominated by teenagers. This opens a gap that unexpected things happen on social media such as cyberbullying. This behavior can also be detrimental to many parties involved because there have been many cases that have occurred before. Therefore, it is necessary to appeal to this phenomenon by using 2D animation which is very well known among teenagers. The author has the responsibility as a colorist, who will design the colors for the animation. The author makes this short animation based on the data that has been collected, through a qualitative design method, by collecting observations, interviews and literature. The data was also processed and analyzed to become qualitative descriptive data. The following stages produce a coloring of the short animation to make it more in line with the concept and storyline.

Keywords: Colorist, Cyberbullying, Instagram.