

## **ABSTRACT**

*Fasiha Zhuhaira, 1604210025, Visualization of Sexual Objectification Toward Cosplayer Through Mixed Media Stop Motion, "Tugas Akhir: Program Studi Seni Rupa Fakultas Industri Kreatif Telkom University."*

*Popular culture refers to forms of culture that are favored during a particular period and have developed within society through the influence of digital media. One prominent manifestation of popular culture is cosplay—the practice of portraying fictional characters through costume and performance. Social media plays a significant role disseminating cosplay activity, yet it also provide space for the emergence of sexual objectifications online, especially towards female cosplayers. Sexual objectification is an act that reduces an individual to a sexual object without consent, leading to negative psychological and social consequences. In response to this issue, the author created a mixed media animation artwork to visualize the psychological impacts of sexual objectification online. The artwork involved a sequence of frame-per-frame videography that were combined with various visual materials to construct symbolic representations. This work serves not only as an artistic expression, but also as a form of representation towards gender issues and digital culture, particularly in the context of sexual objectification on digital platform towards members of niche subcultures.*

**Keywords:** *Cosplay, Sexual objectification, Stop Motion, Mix-Media*