

ABSTRACT

2D ANIMATION DESIGN IN AN ANIMATED FILM TITLED “TURNING POINT” ABOUT THE POSITIVE IMPACT OF THE FOMO PHENOMENON IN RUNNING

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The fitness level of the Indonesian population remains relatively low, with a majority falling into the unfit category. However, this began to shift with the emergence of the Fear of Missing Out (FOMO) phenomenon. In the context of sports, FOMO has shown positive impacts, such as increasing motivation among individuals aged 18–25 to exercise and encouraging them to try new physical activities, such as running. This research aims to design a short animation with the positive effects of FOMO as its main narrative. The purpose of this study is to educate and inspire audiences in their productive age to begin transforming a sedentary lifestyle into a healthy one by utilizing the influence of FOMO. This study employs qualitative methods with data collection techniques including interviews, observations, and documentation studies. Data analysis was conducted through interactive analysis, content analysis, and case studies to illustrate individual behavior patterns related to FOMO in sports and the effectiveness of animation media in shaping their perceptions. The results indicate that social media plays a significant role in shaping FOMO-based running trends. Furthermore, the findings emphasize the importance of understanding target audience characteristics, using engaging and concise storytelling, and applying effective animation visualization techniques in designing animated films as educational media for the FOMO phenomenon in running. Short animation was chosen as the medium because it can deliver complex messages in a light and efficient way to the target audience. The study recommends the importance of health education, broader access to physical activity facilities, and promotion of active lifestyles to improve public health in general.

Keywords : FOMO, running, short animation, healthy lifestyle, early adulthood