

ABSTRACT

Social media serves as a tool for delivering information from one person to another or to a group, in order to achieve individual or collective goals. Due to its public nature, anything shared on social media can be seen by others, often reaching a wide audience. As a result, social media has a significant influence on how individuals behave, including in consumerist activities. Therefore, a medium is needed to convey information about the negative impacts of social media, particularly in the form of consumptive behavior. This study uses 2D animation as a medium to deliver information in an audiovisual format. The aim of this research is to apply appropriate digital compositing techniques in a 2D animation that highlights the phenomenon of consumptive behavior among late teenagers. The data was collected through literature studies, indirect observation, questionnaires, and analysis of similar works, which served as references during the digital compositing process to support message delivery and the creation of a cohesive 2D visual animation. Through the use of digital compositing, this animation is expected to effectively communicate the negative impact of social media in the form of consumptive behavior to late-teen audiences. This research resulted in an informational animation that utilizes digital compositing techniques to communicate the negative effects of social media on consumerist behavior among late adolescents aged 18–21.

Keywords: *Consumptive Behavior, Digital Compositing, Social Media*