

ABSTRACT

The development of technology and the high usage of social media among late teenagers in Bandung have significantly impacted their consumption patterns. Teenagers who are active on social media are frequently exposed to advertisements, influencers, and digital trends that often drive impulsive consumer behavior without considering actual needs. In response to this phenomenon, this study designs a 2D animated storyboard titled “Nu Teu Ereun” as an informational medium to highlight the negative impact of social media on the consumptive behavior of late teenagers in Bandung. The research employs a mixed method, with data collected through indirect observation, questionnaires, and literature studies. The analysis is carried out through visual approaches and statistical data compilation. The findings indicate that social media plays a major role in shaping teenagers' consumptive behavior, particularly in relation to self-image and the pressure to follow trends. The storyboard design process includes several stages: breakdown shot, thumbnailing, rough pass, and clean up storyboard. The visuals are structured using types of shots, camera movements, and camera angles to effectively and engagingly convey the message. The final outcome is expected to serve as a reflective and relevant informational medium for teenagers in understanding the importance of using social media wisely and fostering a more conscious and responsible pattern of consumption.

Keywords: *Consumptive Behavior, Social Media, Teenagers, Storyboard*