

ABSTRACT

The rapid growth of social media in Indonesia over recent years has given rise to various social phenomena, one of which is the Fear of Missing Out (FoMO). While often associated with negative impacts, FoMO can also serve as a positive driver of behavioral change, particularly in encouraging a healthy lifestyle. This phenomenon is evident in the increasing participation of young people in running, influenced by the presence and trends on platforms such as TikTok and Instagram. According to the Garmin Fitness Report 2024, participation in running activities has increased by 65%, with individuals aged 18–25 emerging as significant contributors. This age group, known as the phase of emerging adulthood, is a critical period for identity formation and the development of long-term habits. However, there is still a lack of educational media—especially in the form of animation—that explicitly highlights the positive side of FoMO in the context of running. Therefore, the storyboard design project *Turning Point* aims to convey the importance of healthy living by visualizing the constructive potential of FoMO. This project is intended to serve as a relevant, engaging, and educational medium for young audiences to reinterpret FoMO in a more constructive light.

Keywords: FoMO, running, emerging adulthood, healthy lifestyle, animation.