

## ABSTRAK

Raphael Theofilus Santoso, 2023. **Perancangan Film Pendek Animasi 2D Berjudul Broken Sebagai Media Penyampai Pesan**. Tugas Akhir, Program Studi Desain Komunikasi Visual (S1), STIKI – MALANG, Pembimbing: Saiful Yahya

**Kata kunci:** *Animasi, Animasi Jepang, Film Pendek, Bullying, Kekerasan*

Kasus *bullying* kerap kali terjadi tanpa sepengetahuan pihak ketiga baik guru maupun orang tua korban. 41% pelajar di Indonesia pernah menjadi korban *bullying* setidaknya beberapa kali dalam satu bulan, menurut studi PISA (Program Penilaian Pelajar Internasional) pada tahun 2018. Pelaku sendiri melakukan hal tersebut karena menganggap bahwa apa yang mereka lakukan sekedar bercanda belaka. Namun hal tersebut bukanlah bercanda bagi korban. Data diperoleh dengan mengkaji pustaka jurnal ilmiah dan wawancara kepada para ahli. Penulis melakukan analisis dari data yang diperoleh dengan cara analisis konten dengan pendekatan kuantitatif. Penulis juga melakukan wawancara kepada ahli di bidang psikologi agar lebih mengetahui bagaimana pola pikir pelaku *bullying* secara spesifik. *Pipeline* pembuatan animasi didasarkan pada buku berjudul “The Creation Process 2d Animated Movie”. Hasil perancangan nantinya akan diujikan kepada responden anak SMA dan akan dipublikasikan ke platform sosial media agar dapat lebih banyak menjangkau *audience*. Rancangan ini dibuat sebagai media penyampai pesan yang menarik tentang dampak buruk *bullying*.

## ABSTRACT

Raphael Theofilus Santoso, 2023. *Design of a 2D Animated Short Film Entitled Broken as a Medium for Conveying Messages*. Final Project, Visual Communication Design Study Program (S1), STIKI – MALANG, Supervisor: Saiful Yahya

**Key word** : Animation, Japanese Animation, Short Films, Bullying, Violence

*Bullying incidents often occur without the knowledge of third parties, both the teacher and the victim's parent. According to a 2018 PISA (International Student Assessment Program) survey, 41% of Indonesian students were bullied at least several times a month. The perpetrators themselves did this because they thought what they were doing was just a joke. But it's no joke for victims. Data were obtained by researching scientific journal literature and interviewing experts. The author analyzes the data obtained by content analysis with a quantitative approach. The author also conducted interviews with experts in the field of psychology specifically to learn more about the psychology of bullies. The animation creation pipeline is based on the book The Creation Process 2d Animated Movie. The design results are then tested on surveyed high school students and shared on social media platforms to reach a wider audience. This design was created as a vehicle to convey an interesting message about the negative effects of bullying.*