

FINAL PROJECT
2D ANIMATION VIDEO DESIGN ABOUT THE DANGERS OF KPOP FANS'
PARASOCIAL BEHAVIOR

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



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APPROVAL PAGE


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PARASOCIAL BEHAVIOR**

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AGREEMENT PAGE
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Declaring that in this Final Project, scientific document there is no part of other scientific work that has been submitted to obtain an academic degree in a Higher Education institution, and there are no works or opinions that have ever been written or published by other people/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future indications of plagiarism are found in this Final Project, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Thus, I made this statement actually without any coercion from anyone and to be used as it should be.

Surabaya, June 20, 2026

Who Made the Statement



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ABSTRACT

The phenomenon of parasocial relationships among K-Pop fans is increasing with the development of social media and the intensity of digital media use. Parasocial relationships are one-way relationships between fans and media characters or idols that can have negative impacts if excessive, such as consumer behavior, obsession, anxiety, loneliness, and even interpersonal relationship disorders. Based on the results of the questionnaire conducted, many young adult K-Pop fans still do not understand the phenomenon of parasocial relationships and their impact on daily life. Therefore, educational media is needed that is engaging, easy to understand, and appropriate to the target audience's habits in consuming digital media.

This project aims to create an educational 2D animated video about the dangers of parasocial behavior among K-Pop fans aged 18–22. Data collection methods include observation, interviews, questionnaires, literature reviews, and existing studies of similar videos. The data were then analyzed to determine the visual concept, narrative, illustration style, color, typography, and animation techniques that are appropriate for the target audience. The video was designed using a storytelling approach with a simple and engaging illustration style to convey the educational message emotionally and easily.

The final result of this design is a 2D animated video that discusses the definition of parasocial relationships, their potential negative impacts, and prevention efforts. This media is expected to raise public awareness and insight, particularly among young adult K-Pop fans, so they can be more discerning in navigating parasocial relationships in the digital age.

Keywords: 2D animation, parasocial relationships, K-Pop, educational media, visual communication design.

FOREWORD

Praise be to Allah SWT for all His grace and gifts so that the author can complete the Final Assignment Report entitled "Designing a 2D Animation Video About the Dangers of Parasocial Behavior of K-Pop Fans" well.

This report was prepared as one of the requirements for completing the Visual Communication Design Study Program. The creation of this final project was motivated by the increasing phenomenon of parasocial relationships in the digital era, especially among young K-Pop fans. Through this work, the author hopes to provide educational insight regarding the impacts of unhealthy parasocial behavior and raise awareness among audiences through engaging visual media in the form of 2D animation.

During the process of designing the work and compiling this report, the author received a great deal of support, guidance, assistance, and encouragement from many parties. Therefore, the author would like to express sincere gratitude to: | report was prepared as one of the requirements for completing the Visual Communication Design study program. In the process of compiling the report and designing this work, the author received a great deal of support, guidance, assistance, and encouragement from many parties. Therefore, the author would like to express sincere gratitude to:

1. Allah SWT for all the blessings, strength, and smoothness, and mercy given throughout the process of completing this final assignment
2. The mother, sister, and father who continuously and endlessly, provided the author with emotional support throughout the author's academic journey, every step of the way
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throughout the last five years, who helped the author get through the ups and downs of her academic journey before finally graduating this very year. The author sincerely expresses her most heartfelt gratitude for their unwavering support and comforting presences.

The author realizes that this report still has shortcomings and is far from perfect. Therefore, he greatly appreciates constructive criticism and suggestions for future improvements. Finally, he hopes this report and design will be beneficial and provide insight to readers, particularly regarding the phenomenon of parasocial relationships among K-Pop fans.

May 2026, Surabaya

Dewi Kirana Sekarayu

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