

Chapter V

CLOSING

5.1 Conclusion

The phenomenon of parasocial relationships among K-Pop fans remains unclear, particularly among young adults aged 18–22. While most fans are at the entertainment-social level, some have reached the intense-personal level, with deeper emotional attachments to their idols. This situation has the potential to negatively impact daily life, such as consumer behavior, unrealistic relationship perceptions, and even a tendency toward social isolation. Therefore, educational media capable of conveying the concept of parasocial relationships in a simple and engaging manner is needed. 2D animated videos are considered effective as a delivery medium because they can communicate complex psychological concepts in easily understood visuals that align with the target audience's media consumption habits.

5.2 Suggestion

Based on these findings, here are some suggestions that can be put forward:

- a. For K-Pop Fans: Expected to improve self-awareness so that you can still enjoy your hobby without sacrificing your mental health or social relationships in the real world.
- b. For Future Researchers/Designers: Explore more diverse narrative styles or use other trending platforms to reach a wider audience.
- c. For Related Agencies: The use of audio-visual media such as animation needs to be used more frequently as a modern educational tool for mental health issues that are often considered taboo by society.