

Chapter IV
DESIGN CONCEPT AND IMPLEMENTATION

4.1 Design Formulation

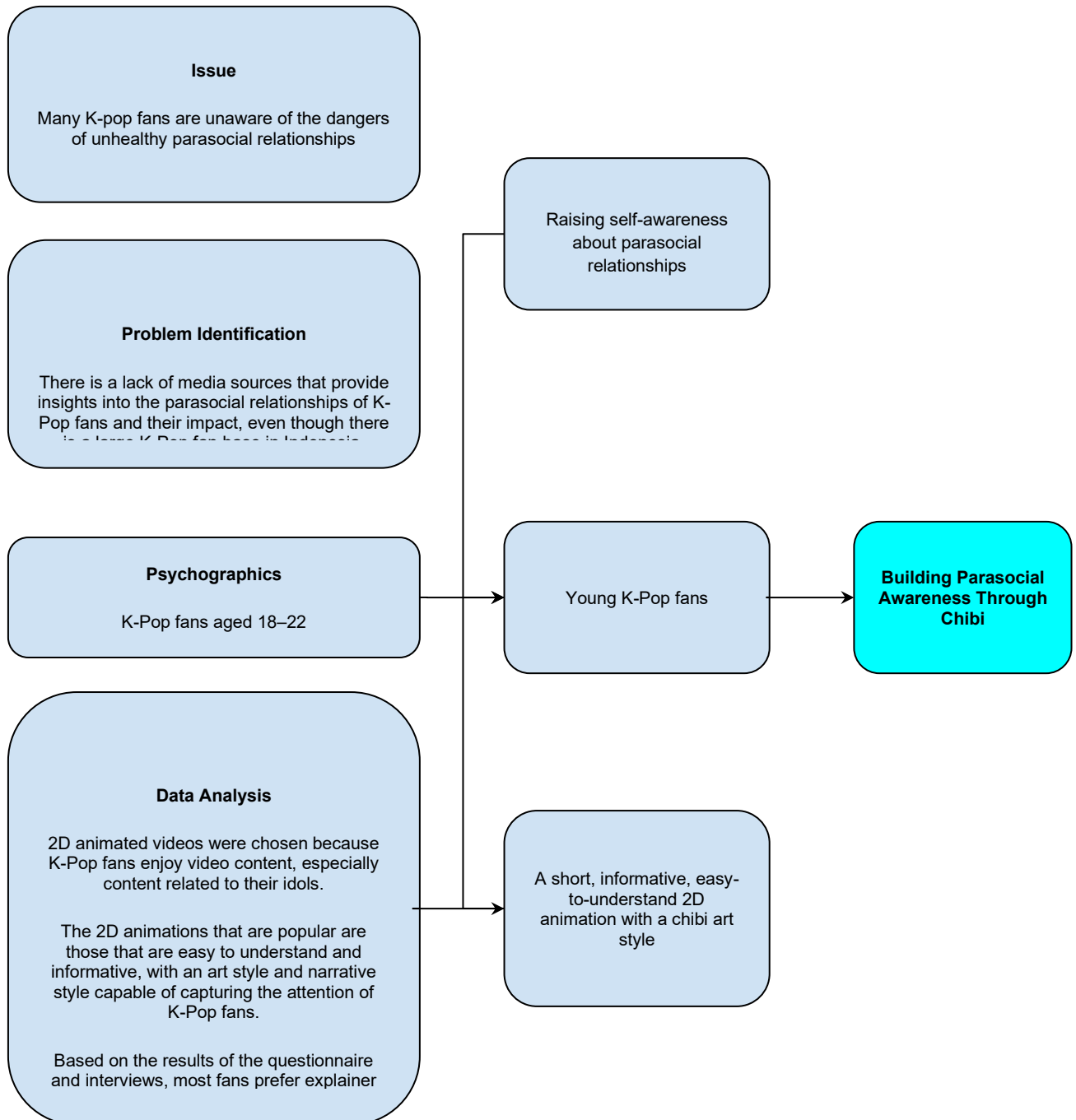


Figure 4.1 Keyword
(Source: personal document)

4.1.1 Denotative Meaning

The design method used is a qualitative and quantitative method through

a. Build

According to the Big Indonesian Dictionary, the word “membangun” means to stand up; to rise (regarding clouds and so on).

b. Awareness

According to the Oxford Language, the word “*awareness*” in English means awareness.

c. Parasocial

The word “parasocial” is taken from the English “*parasocial*”. According to Oxford Language, *parasocial* means a relationship characterized by a one-sided and unrequited sense of familiarity felt by fans towards a famous figure (usually a media celebrity), where the followers or fans feel that they know the celebrity as a friend.

d. Chibi

According to the Daijirin dictionary, Chibi (ちび, also written 禿び) is a Japanese word meaning “short person” or “small child”.

4.1.2 Connotative Meaning

Connotatively, the keyword “Building Parasocial Awareness through Chibi” can be interpreted as designing a 2D animated video with a narrative and chibi illustration style with the aim of conveying information and raising self-awareness about the dangers of uncontrolled parasocial relationships among K-Pop fans among young adults. The chibi illustration style in question is an illustration style that emphasizes cuteness that is not only popular in Japanese pop culture, but also widely used in other popular cultures including Korea. This chibi illustration style is also commonly present in Webtoons and K-Pop fanart.

4.1.3 HTS/WTS

Table 4.1 WTS and HTS
(Source: personal document)

WHAT TO SAY	The 2D animated video explains why parasocial behavior can form among K-Pop fans, the impact it has on their daily lives, and how it can be resolved with external encouragement/support.
HOW TO SAY	With a target audience of young adults who are classified as Gen Z with a K-Pop background, mostly female, and have high sympathy and emotional attachment to K-Pop idols, this educational delivery method is more effective using an emotional approach, storytelling and a relaxed language style, telling contextually the experience of a K-Pop woman who experienced the impact of excessive parasocial relationships so that the audience can relate and absorb information and messages more easily.

4.2 Verbal Concept

4.2.1 Title

Based on the predetermined keywords, the title assigned to this design is "Buat Kamu, Yang Suka Halu". From this title, this animated video is intended to introduce the dangerous side of the negative impacts of parasocial relationships that are closely related to the world of K-Pop. The words "Buat Kamu..." in the title refer to the target audience, namely K-Pop fans aged 19-22 years. The words are also a reference and invitation for the target audience to explore more deeply the reasons behind the audience's hallucinations, namely parasocial relationships, and what negative impacts arise from parasocial relationships in the world of K-Pop, and their influence on everyday life. This video also aims to increase self awareness for fans with unhealthy parasocial relationships to provide self-reflection and get professional help and support from those closest to you.

4.2.2 Synopsis

Tara is a college student who is known as a big fan of Jae, a member of the K-Pop band DAY6. Initially, Tara liked Jae naturally, and she still often interacted with her friends. However, when they reached the final semester, Tara and her friends saw each other less often

due to their respective busy schedules. This made the lonely Tara then fill her days with fangirling, often monitoring the activities of Jae and his fanbase DAY6. From there, she felt as if she was close to her idol, Jae. Tara's brother, Agus, was a little suspicious of Tara's behavior at home, but didn't pay much attention to it.

However, this fangirling made Tara start to distance herself from her social life. One day when she met her friend Naya on campus, they were chatting, then Naya commented on the photo on Tara's phone wallpaper which was a comical photo of Jae, but Tara didn't accept it and without realizing it, became defensive and aggressively defended her idol's face, even though Naya was only joking. Tara also lied to her parents to spend money on merch. The climax was, she secretly took her brother Agus' ATM card to pay Shopee Pay to buy merchandise, because her own savings had run out. Of course, this made Agus angry, but Tara instead sulked and went to her room. There, she was confused and reflected on her changes that led to negative things. In the midst of her confusion, she finally dared to reach out and confided in Naya, who had noticed Tara's changes in behavior. Through empathetic dialogue, Naya explained parasocial relationships and their impact, and helped Tara reflect on how her behavior had entered the realm of a parasocial relationship that could slowly take over her life. Her conversation with Naya opened Tara's eyes, as she began to realize that the relationship she had formed was one-sided and had negatively impacted her life.


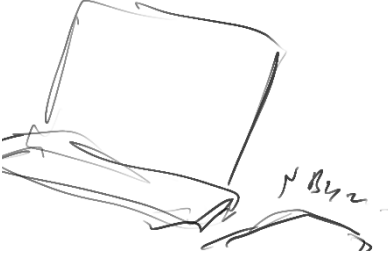
The animation concludes with Tara putting Jae's merch away in a box, not to throw it away, but as a form of self-discipline to motivate her to finish her thesis quickly. She's determined to graduate and find work soon to replace her brother's financial burden, and she'll buy the merch with her own hard-earned money.



4.2.3 Language Style




This 2D animation video design uses a relaxed and easy to understand language style with the use of voice over explaining the topics raised in the video contextually, linking the discussion topics with real examples that might occur in everyday life.


4.2.4 Flow and Storyboard




Table 4.2 Storyboard
(Source: personal document)


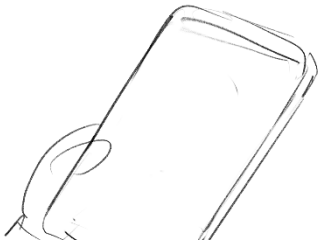

No	Scene	Action	Voice over	Duration
Scene 1		Tara is playing on her laptop on the bed	<p><i>Opening BGM with Gacha Club theme song</i></p> <p>Tara: Hahahahaha! Jae is already cute and handsome too! I like him even more...</p>	0:08-0:10
		The cellphone next to the laptop rings indicating a chat notification has appeared.	<p>Shows a scene of a K-Pop band group laughing after a performance.</p> <p><i>Sfx of a vibrating cell phone next to a laptop</i></p> <p><i>Sfx of mobile phone notification</i></p>	0:15




No	Scene	Action	Voice over	Duration
			<i>ring</i>	
		<p>Tara picked up her cellphone and saw her friends' chat bubbles.</p>	<p><i>Sfx bubble chat in every dialog</i></p> <p>Tara: Guys, aren't you tired of working on your thesis all the time? Let's hang out!</p> <p>Friend A: Gosh, I revised so much.</p> <p>Naya: Just wait until you graduate, hahaha</p> <p>Friend B: Tara, work on your thesis! Don't just hang around! XD</p>	<p>0:17-0:32</p>
		<p>Tara sighed</p>	<p>Tara: You're so arrogant... this is just my thesis. What</p>	<p>0:33-0:40</p>



No	Scene	Action	Voice over	Duration
			will happen when I'm at work? I might be left alone.	
			Tara: Looking at it, Jae and the other Day 6 members seem really close, huh?	0:41-0:48
		<p><i>Timeskip</i></p> <p>a clock that shows from 4 pm, night, to 3 am</p>	<p><i>Sfx of a ticking clock</i></p> <p><i>Transition to a cool and calm soundtrack</i></p>	0:49-0:51
		<p>Agus, opened the door and peeked in.</p> <p>There was the sound of Tara laughing loudly, and Agus looked</p>	<p><i>Sfx door opens krieett</i></p> <p>Tara: Hahahahaha hahahahah!!!!</p>	0:52-0:54



No	Scene	Action	Voice over	Duration
		annoyed.		
	 <p>The scene contains two identical hand-drawn sketches. In each sketch, a character on the left is lying on the floor, laughing hysterically with their mouth wide open and eyes squeezed shut. To their right, another character stands with a grumpy, annoyed expression, looking towards the laughing character. The background is minimal, suggesting an indoor setting with a doorway.</p>		<p>Tara: Ahahahahahah ahahah!</p> <p>Agus: You're laughing so hard you can hear it in my room, you know!!!</p> <p>Tara: Huh? I'd rather you sleep than get angry, tomorrow will be the same!</p> <p>Agus: Yeah, because of you, I can't sleep!! Instead of you just keep on idolizing me, you'd better finish your thesis!!!</p>	0:57-01:11

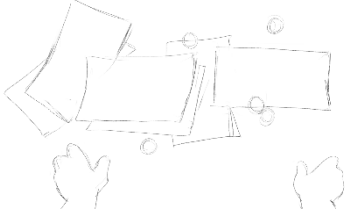


No	Scene	Action	Voice over	Duration
Scene 2		<p>Transition to new scene</p> <p>The bright blue sky, shot downwards , shows the Tara campus.</p>	<p><i>Sfx of birds chirping</i></p>	<p>01:11-01:14</p>
		<p>Tara, who was still sleepy and gloomy, suddenly saw a bright light.</p>	<p>Tara: (in her heart) Oh my... I didn't sleep because I watched Day6 clips all night.</p>	<p>01:15-01:19</p>
		<p>Naya, Tara's friend, approached her excitedly.</p>	<p><i>Sfx sparkles</i></p> <p><i>Transition from sfx to cute relaxing jazz bgm</i></p> <p>Naya: Come on~!!</p>	<p>01:20-01:22</p>



No	Scene	Action	Voice over	Duration
		<p>Naya suddenly grabbed Tara's cellphone</p>	<p>Naya: Why didn't you help me yesterday? It's been over a week.</p> <p>Tara: Eehh, I'm burnt out.</p> <p>Naya: Eh?? What's that on your phone, a new wallpaper? Check it out!</p>	<p>01:23-01:34</p>
		<p>Picture of Tara's favorite K-Pop band idol, Jae from Day6</p>	<p>Naya: Ugh, this is your bias, right??</p>	<p>01:35-01:36</p>
		<p>Naya laughs and mocks Jae's face, Tara's idol.</p>	<p>Naya: His face is funny, like a frog's face.</p> <p>Tara: Huh?? What did you say!?</p>	<p>01:37-01:39</p>



No	Scene	Action	Voice over	Duration
		<p>Tara snatched her cellphone back from Naya</p> <p>The background suddenly turned gloomy.</p>		01:40-01:45
		<p>Tara scolded Naya because she couldn't accept her idol being mocked.</p>	<p>Tara: You said Jae's face looks like a frog???? If Jae looks like a frog, your face looks like a rat! Do you understand?</p> <p>Naya: S-Sorry! I was just kidding!</p>	01:45-01:49
		<p>Tara was annoyed and left Naya</p>	<p>Tara: Huh.... I'm already emotional this morning.</p>	01:50-01:53



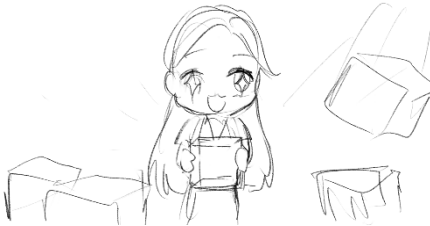
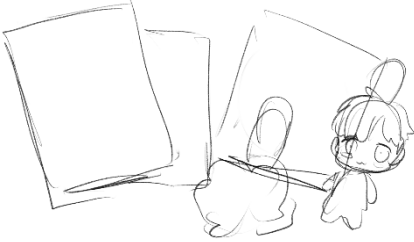
No	Scene	Action	Voice over	Duration
			<p>Naya: S-Sorry Tara...</p>	
<p>Scene 3</p>		<p>Bubble transition to a house scene in the afternoon</p> <p>It was quiet for a moment before the scene shook and Tara could be heard screaming in the background.</p>	<p>Tara: W-WHATTT!?!?!?!?!?</p>	<p>01:54</p>
		<p>Tara was looking at the laptop, <i>bro wsing</i> Day6's new album</p>	<p>Tara: Today is the last day to pre-order the album!?!?!?</p>	<p>01:55-01:57</p>

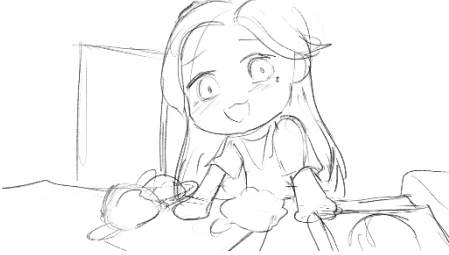
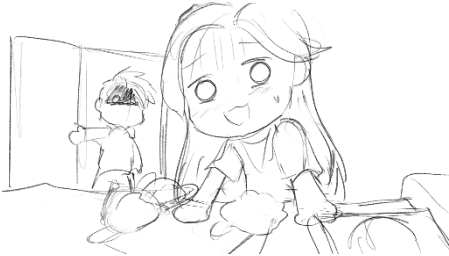
No	Scene	Action	Voice over	Duration
		<p>Tara cried because she panicked, afraid she wouldn't be able to buy the album straight away.</p>	<p>Tara: All my friends on Twitter have already ordered....</p> <p>Tara: Oh, where did I spend my money for paylater yesterday...</p>	<p>01:58-01:59</p>
		<p>Tara looked for money in piggy banks, wallets, and under the mattress.</p>	<p>Tara: Money... Money....</p> <p>Is it still there?</p>	<p>02:00-02:05</p>




No	Scene	Action	Voice over	Duration
		<p>Scene of scattering money on the table</p>	<p><i>Sfx of money and coins lying around</i></p> <p>Tara: Oh... still not enough</p>	<p>02:06-02:07</p>
		<p>Tara finds an idea that is symbolized by the image of a burning light.</p>	<p><i>Sfx idea appears</i></p> <p>Country: AH!!!</p>	<p>02:08-02:10</p>
<p>Scene 4</p>		<p>Cut to Tara's older brother, Agus, playing on the computer</p>	<p><i>Sfx click click mouse</i></p> <p><i>Sfx comedy</i></p>	<p>02:11</p>


No	Scene	Action	Voice over	Duration
		in his room.		
		Tara breaks down August's bedroom door	<i>Sfx of door being broken down</i> Tara: BROTHERRR R!!!!!! ((whine))	02:13
		Tara explained to Agus that she wanted to borrow money to buy an album.	Agus: Why? Did Day6 disband? Tara: DON'T DO IT!!! Agus: So what? Tara: ... Can I borrow 200 thousand to buy an album????	02:14-02:22



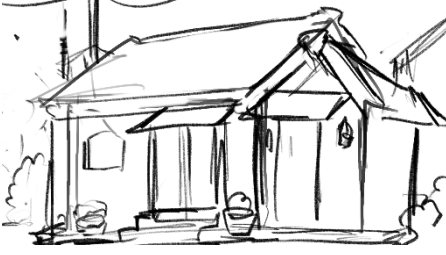

No	Scene	Action	Voice over	Duration
			<p>And: <i>Ck...clicked his tongue in annoyance while reaching into his pocket</i></p>	
		<p>Agus took out his ATM card</p> <p>The background is bright, depicting the ATM card as hope.</p>	<p><i>Sfx glitter and sylvallala sound</i></p>	<p>02:23</p>
		<p>Agus lent Tara his ATM card, but he looked a bit worried.</p>	<p>Agus: I'm working... You withdraw the money yourself. Remember, don't take more than the price of your album.</p> <p>Tara: THANK</p>	<p>02:24-02:31</p>


No	Scene	Action	Voice over	Duration
			<p>YOU BROTHER AUGUST!!!!</p>	
<p>Scene 5</p>		<p>Transition to new scene, a week later</p> <p>Constantly flowing notifications and check out screens</p>	<p><i>Shopee notification sfx</i></p>	<p>02:34-02:42</p>
		<p>Package drop results check out Tara's merchandise by using her sister's ATM</p>	<p>Tara: Wow... it's nice to have lots of money</p>	<p>02:44-02:45</p>
		<p>Some of the merch he bought: Album, photocard,</p>	<p><i>Sfx romantic comedy moments</i></p> <p><i>Fx glowing</i></p>	<p>02:46-02:47</p>


No	Scene	Action	Voice over	Duration
		<p>photobook, keychain</p> <p>The atmosphere is dreamy and this scene has an aura of <i>colorpink</i></p>	<p>Tara: Ahhh!! Jae I arrived safely!!!!</p>	
		<p>Tara sees the results of her merch haul</p> <p>The atmosphere is dreamy and this scene has an aura of <i>colorpink</i></p>	<p>Tara: Jaeeee.... Jae smells so good....</p>	02:48-02:50
		<p>Agus broke down Tara's bedroom door and immediatel y the</p>	<p><i>Sfx of door being broken down</i></p>	02:51



No	Scene	Action	Voice over	Duration
			THINK MONEY IS LIKE LEAVES, HAH!?!?!?!?	
		Tara panicked and was shocked, felt guilty, then finally ran away for a while.	<i>Sfx suddenly stopped</i> Tara: I-I'm sorry.... SORRY!!!!!! Agus: Hey!! Where are you going!???	03:05-03:11
Scene 7		Night transition	<i>Late night sfx and cricket sounds</i>	03:12
		At night, Tara lay alone in her dark room, the window open. Day 6's		03:13-03:22

No	Scene	Action	Voice over	Duration
		<p>merch is scattered on the bed, the room is a mess</p>		
		<p>Tara cried, reflecting on her behavior of not being able to control her impulsive hobby.</p>	<p>Tara: I've had feelings for Day 6 for a long time, but why is my obsession getting worse now?</p> <p>My days are spent playing on my phone, watching Jae's clips on TikTok. My thesis is stalled, while my friends have already graduated.</p> <p>If it continues like this, I'll become even</p>	<p>03:23-03:32</p>



No	Scene	Action	Voice over	Duration
			<p>more alone...</p> <p>I wish I could meet Jae....</p>	
		<p>The cellphone vibrates</p>	<p><i>Sfx of a vibrating silent cellphone</i></p>	<p>03:33-03:34</p>
		<p>Tara picked up the phone and heard Naya's voice.</p>	<p>Tara: Hello?</p> <p>Naya: Hey Tara, what's wrong with you? Agus said you haven't left your room in a week?</p>	<p>03:35-03:37</p>
		<p>Tara screamed after telling her problem.</p>	<p>Tara: WOW!!!!!!!</p> <p>Naya: Hey, calm down Tara! It's late!</p>	<p>03:38-03:48</p>
<p>Scene 8</p>		<p>Tara began to open her heart and finally confided in</p>	<p>Tara: I'm so sad... I don't know why I'm like this.</p>	<p>03:49-04:21</p>


No	Scene	Action	Voice over	Duration
		<p>Naya, being honest with her.</p>	<p>Tara: I've hurt my sister, I've hurt myself... I don't think Jae would want to have fans like me!</p> <p>Naya: Relax, Tara. Your parasocial relationship isn't that bad.</p> <p>Tara: Parasocial relationships?</p>	
		<p>Naya explains about parasocial relationships, examples, and their impacts.</p>	<p>Naya: Yeah, that's what usually happens with fans and idols. Everyone has been a fan of something. Naya: But, yeah... if it has a negative impact on your daily life, it's</p>	<p>04:22-04:38</p>

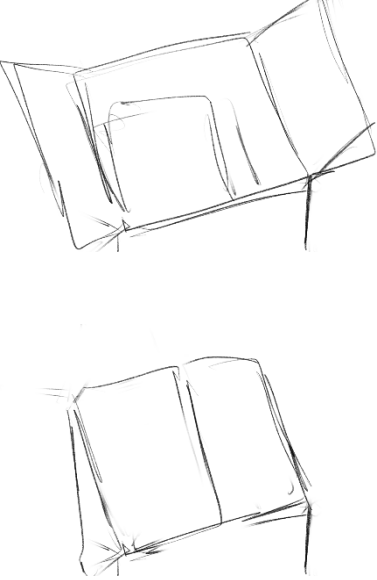


No	Scene	Action	Voice over	Duration
			<p>not healthy anymore.</p> <p>For example, you truly believe you can date your idol, and you spend most of your life fangirling in your own world. Your emotions, time, and finances are wasted just to fulfill your delusions about your idol.</p>	
		<p>Tara seeks Naya's validation of her condition.</p>	<p><i>Fade in BGM instrumental Day6</i></p> <p>Tara: I-I'm not like that, really!!!! I'm not crazy, am I???</p> <p>Naya: Ahahahah...</p>	<p>04:39-04:50</p>

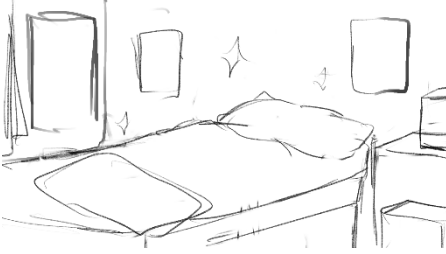

No	Scene	Action	Voice over	Duration
			That's why you'd better cut down on that bad habit of yours.	
		Naya gives examples of things Tara can do to reduce the negative impact of parasocial relationships: detox from social media by uninstalling the Twitter application,	<p>Naya: Start with small things. Limit your screen time so you don't get distracted.</p> <p>Tara: But... it's not that easy.</p>	04:51-04:58
		go seek professional help such as talking to a psychologist	<i>Fade out Day6's rather mellow instrumental BGM</i>	05:13-05:23


No	Scene	Action	Voice over	Duration
		st,	<p><i>Transition to fade in another mellow BGM</i></p> <p>Tara: Every time I try to do my duties, I feel bored... tired... lonely. K-Pop is like an escape for me.</p> <p>Naya: It's okay to ask for help. You can see a psychologist and let it all out. Who knows, maybe your parasocial behavior, which has entered an unhealthy realm, has other causes related to your mental health.</p>	

No	Scene	Action	Voice over	Duration
		<p>Socializing with friends (a depiction of Tara working on her thesis in the library with Naya's help)</p>	<p>Naya: Or, you can join other communities besides K-Pop and find friends there to refresh yourself.</p> <p>Tara: But I'm still working on my thesis...</p> <p>Naya: Yeah. Don't forget, there's me! I've already graduated. Now I can help you with your thesis.</p>	<p>05:24-05:30</p>
		<p>Spending time with family (picture of Tara and Agus walking the dog)</p>	<p>Naya: If you're having trouble finding friends, you can also spend your time with your family.</p> <p>Tara: T-Tapi...</p>	<p>05:31-05:40</p>

No	Scene	Action	Voice over	Duration
			<p>And...</p> <p>Naya: Okay, apologize to Agus first. He'll definitely forgive you!</p>	
		<p>Picture of Tara listening to Day6 songs while lying on the flowering grass</p> <p>White fade out transition to the next scene</p> <p>Scene <i>fades out to white.</i></p>	<p>Naya: Basically, you have to be able to self-reflect and control your own emotions.</p> <p>Naya: Turn your hobby into something positive.</p>	05:41-05:50

No	Scene	Action	Voice over	Duration
<p>Scene 9</p>		<p>Tara closes the cardboard box containing her Day 6 merch.</p>		<p>05:51-05:52</p>
		<p>Tara was tidying up her box, then Agus opened Tara's room door</p>	<p><i>Sfx of door being broken down</i></p> <p>Agus: Have you finished tidying up your room?</p> <p>Tara: Yes, it's almost finished.</p>	<p>05:53-05:56</p>
		<p>Agus was surprised</p>	<p>And: Wow....</p>	<p>05:56</p>

No	Scene	Action	Voice over	Duration
		<p>Tara's room is tidy again and her Day6 posters are reduced, although they are still there.</p>	<p>Agus: It turns out your room can be tidy too, huh.</p> <p>Tara: Yeah, I was surprised myself too.</p>	<p>05:57-05:59</p>
		<p>Agus asked Tara how the merch was doing.</p> <p>Tara explained that she didn't stop fangirling and being a K-Pop fan, she just wanted to motivate herself.</p>	<p>Agus: Why is your husband's merchandise all packed in a cardboard box? Are you bored? Do you want to change it?</p> <p>Tara: Not like that. I just want to focus on finishing my thesis. Once I graduate, the merch will be open again.</p>	<p>06:00-06:19</p>

No	Scene	Action	Voice over	Duration
		<p>Agus and Tara laughed together.</p> <p>The scene then transitions to a white fade out.</p>	<p>Tara: Then, I immediately looked for work, so I could replace Agus's money and buy as much merch as I wanted.</p> <p>Agus: Ahahahah... That's good.</p>	
Cover	<p>Buat kamu yang suka tlatu, semoga kamu bisa menjadikan hobu dan idola mu sebagai pengaruh yang positif bagi kehidupanmu.</p> 	<p>Tara's handwriting on a letter and her graduation photo with Naya, Agus, and a pillow with a picture of her</p>	<p>For those of you who like to daydream, hopefully you can make your hobbies and idols a positive influence on your life, OK!</p>	06:20-06:35

No	Scene	Action	Voice over	Duration
		<p>beloved Jae.</p> <p>It begins with the words "For you, who daydreams about your idol..."</p>		

4.3 Audio-Visual Concept

4.3.1 Illustration Style



Figure 4.2 Reference Illustration Style 1

(Source: <https://www.youtube.com/watch?v=SzADJUixXI&t=30s> accessed on 01/13/2024)

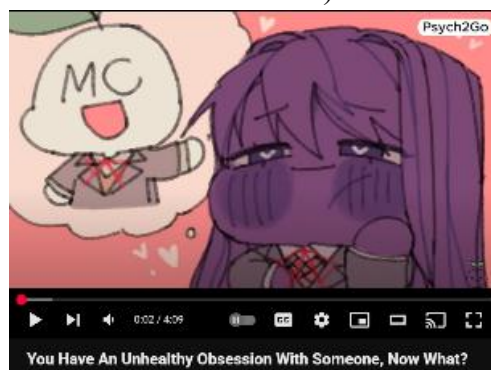


Figure 4.3 Reference Illustration Style 2

(Source: <https://www.youtube.com/watch?v=NBjyMqBJafU>)

Based on the questionnaire results, the illustration styles most frequently chosen by the target audience were two different, yet equally humorous, illustration styles. Therefore, the illustration style to be used will be a combination of these two styles, with a chibi style like the first image and a coloring style similar to the second image to simplify the execution process.

4.3.2 Color

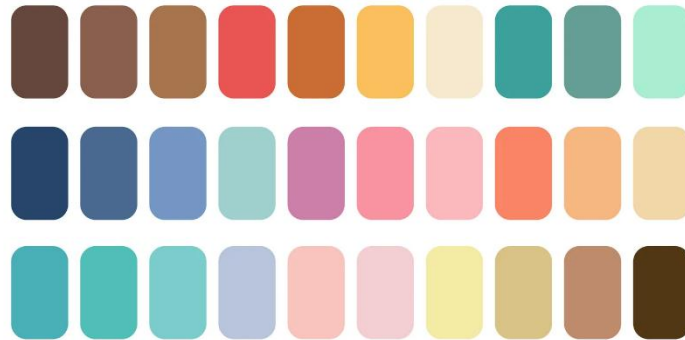


Figure 4.4 The color group to be used

(Source: https://www.etsy.com/listing/1426689559/retro-surf-shack-color-palette-for?click_key=1fd5382dd499838614d2cff4fa8b712786730afd%3A1426689559&click_sum=11952ef4&external=1&rec_type=ss&ref=landingpage_similar_listing_top-1&sts=1 accessed on 01/13/2024)

Based on the results of observations and comparative studies, the colors used in similar animated videos are quite varied, ranging from vibrant colors to colors that are...*desaturated*, depending on the context and emotions present in each scene-In this design, the colors used are a mixture of warm and cool colors, which *tone it* adapts to the design character and every mood in the scenes shown in the animated video. For example, in a scene where fans are depicted enjoying their favorite K-Pop songs, the scene will be depicted with bright and warm colors that depict a feeling of happiness. Conversely, in a scene where a fan is depicted staying in her room because she is depressed because she is drowning in her obsession, the scene will use cool colors and dark lighting to convey gloomy mood



Figure 4.5 Color group for thumbnail title

(Source: personal document)

The colors chosen for the title are purple and light pink. Purple is often used for branding in

K-Pop, such as the boy group BTS, which is closely associated with purple because one of its members, Kim Taehyung, also known as V, popularized the substitute for "I Love You" with "I Purple You" (Williams, 2019). BTS fans associate purple with the color of love. Furthermore, pink is also a color that represents positive emotions (Ravishankar, 2020).

4.3.3 Typography

ABCDEFGHIJKLM
NOPQRSTUVWXYZ...
abcdefghijklm
nopqrstuvwxyz
0123456789

Figure 4.6 Selected Typography

(Source: https://www.whatfontis.com/NMY_Funtastic-Regular.font
accessed on 01/13/2024)

In this design, the font used for the title that will appear in the thumbnail is the front-rounded bold “Funtastic.” This font was chosen because it looks fun, dynamic, and easily attracts attention. This display font also has readability which is clear, and easily stands out in contrast to the video thumbnail background.

4.3.4 Character

1. Tara

In this 2D animation video design, the main character is Tara, a young adult woman as a representation of K-Pop fans, in accordance with the majority of K-Pop fans who are women. Tara is a final semester student who is feeling down and easily feels lonely. Previously, Tara had many friends who she often hung out and chatted with in between her lectures, but as time went by, Tara spoke less and less with them due to her respective busy schedules. Her final semester assignments and piling up work also made her increasingly stressed. Since getting to know K-pop, Tara has a newfound form of escapism and began to fill the emptiness in herself.

2. Idol Jae

A minor character who is briefly featured is the main character's idol, Jae. J is a member of the K-pop group DAY6. In the content Tara consumes, J and his friends have an image as an idol who has a positive vibe with a handsome face, Tara feels entertained

by his presence and songs even if it's only on screen.

3. Naya

Naya is Tara's college friend and one of Tara's group of friends who usually spend time with her on campus. Naya is a jokester, although her jokes are a bit blunt. But she genuinely cares about Tara and strives to be a good friend. She is the figure who will help Tara grow in self-awareness that her parasocial relationship has reached a bad stage.

4. Agus

Agus is Tara's older brother. He has a stern face and appears easily angered. However, he's secretly concerned about Tara's behavior, but doesn't show it directly. When Tara used his ATM to buy K-Pop merchandise, Agus became angry and hurled some offensive remarks. However, this incident was the beginning of Tara's realization that her behavior was hurting those around her.

4.3.5 Audio

In planning this 2D animated video, the audio used is no copyright royalty music with a relaxed mood, narration dubbing and some sound effects.

4.4 Media Concept

4.4.1 Main Media

In this design, the primary medium used is 2D educational animation. The animation is titled "Buat Kamu, Yang Suka Halu" and is approximately 4-5 minutes long and features a 2D format, landscape, and has a 1080p resolution with dimensions of 1080 x 1920. This media was designed for the YouTube platform to raise awareness of the impact of uncontrolled parasocial relationships, particularly among young adult K-Pop fans.

1. Video title: "Buat Kamu Yang Suka Halu"
2. Video dimensions 1080 x 1920 with landscape format
3. Duration spans over 6 minutes
4. The uploaded video is an animated video of the improvement of self awareness and stylish storytelling about the negative impacts and possible obsessions that parasocial relationships can cause for K-Pop fans.
5. The animation technique used is a mixture of frame by frame and motion capture.
6. The video will be uploaded to a Youtube channel with the name "Buat Kamu, Si Tukang Halu" (@buatkamuyangsukahalu).

4.4.2 Supporting Media

The form and type of supporting media were considered based on items used by K-Pop fans through consumer journey analysis and consumer insight. These supporting media aim to promote the main media by featuring characters from animated videos. One supporting media piece contains information and education about parasocial relationships among K-Pop fans. The implementation of supporting media will be marketed through exhibitions.

1. Keychain



Figure 4.7 Keychain Reference
(Source: personal document)

Keychains are a widely used and portable accessory. These keychains come in two different designs, made from double-sided acrylic, measuring approximately 5x5 cm, and come with a ring holder.

2. Sticker



Figure 4.8 Sticker Reference
(Source: <https://www.youtube.com/watch?v=SzADJUIxXsI&t=30s> accessed on 01/13/2024)

Keychains are a widely used and portable accessory. They're also often used to hold everyday items like keys, bags, and more. This keychain is made from double-sided acrylic, measuring approximately 5x5 cm, and comes with a ring holder.

3. Pin



Figure 4.9 Pin Reference

(Source: <https://x.com/tealpinkblue/status/1862717806040817968> accessed on 01/13/2024)

Pins were chosen as a supporting medium because they are portable and easy to attach to any item, including everyday items like bags. Pins are printed at 44 mm.

4. Canvas tote bag



Figure 4.10 Totebag Reference

(Source: <https://kitc.co.id/product/kitc-tas-kanvas-totebag/> accessed on 01/13/2024)

Tote bags are a suitable supporting medium because they are frequently used in the

daily lives of the target audience. Furthermore, tote bags also present the image of a valuable, trendy item, and is also regarded as environmentally friendly. The tote bag used as a supporting medium is a canvas tote bag measuring approximately 30x40 cm.

5. Tumblr/Drinking bottle



Figure 4.11 Tumblr References
(Source: Personal Documentation)

Tumblr is also a common everyday item used by the target audience. Many K-Pop merchandise, both official and fan-made, utilize Tumblr, making it highly sought after by the target audience.

6. Poster

Posters are supporting media to promote the main media in the form of 2D animated videos. Inside the poster, there is a QR code that will bring up a video link on the Youtube platform when scanned.

4.5 Design Planning Process

4.5.1 Rough Design

4.5.1.1 Character Reference

1. Tara

In designing this 2D animated video, the main character is Tara, a young adult woman as a representation of K-Pop fans, in accordance with the majority of K-Pop fans who are women.



Figure 4.12 Female K-Pop Fans
(Source: Personal documentation)

From the search results on the internet and Twitter, one of the visual characteristics of K-Pop fans is wearing the merch of their favorite idol group. Whether from keychains, lightbands, bags, clothes, and other merchandise. As in the reference image, Blackpink fans wear pink-black attributes and merchandise when attending Blackpink concerts in Indonesia. However, Tara's character design is a visual of K-Pop fans who appear in everyday life settings, so the attributes worn will not always be in the same theme as the Day 6 band from head to toe. Therefore, to show Tara's identity as an acute K-Pop fan, the final design of Tara's character will be depicted wearing headphones as Day 6 merch commonly used in everyday life. The main physical reference for Tara's character design was taken from one of the target audiences who filled out the questionnaire, Sindi Wibowo, who is a big K-Pop fan who really idolizes Mark Lee from NCT.

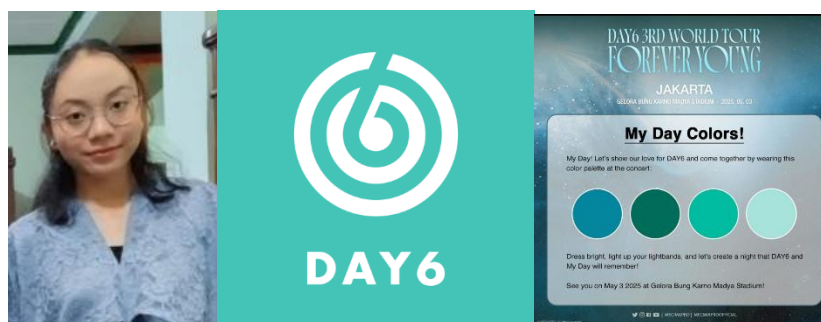


Figure 4.13 Main Character References
(Source: Personal documentation)

2. Idol Jae

Jae's character design reference is taken from the real character Park Jae-hyung, an indie Kpop singer who is the former vocalist of the Kpop group Day6.



Figure 4.14 Reference Idol Tara, Jae from Day6
(Source: Pinterest, accessed on 11/6/20245)

3. Naya

Naya's character design was based on Tara Kanti, Sindi's friend, who also serves as the main character. Tara was chosen as the character for Naya because she is Sindi's friend and also plays a supportive role.



Figure 4.15 Main Character References
(Source: Personal documentation)

4. Agus

Agus' character design reference is the character Caleb from the *otome game* "Love and Deepspace." Caleb is the adopted "older brother" of the main female character. Early in the game, Caleb is portrayed as a caring older brother who always strives to make the MC happy.



Figure 4.16 Main Character References
(Source: Personal documentation)

4.5.1.2 Moodboard



Gambar 4.17 Moodboard
(Source: Personal documentation)

4.5.1.3 Character Design Sketch



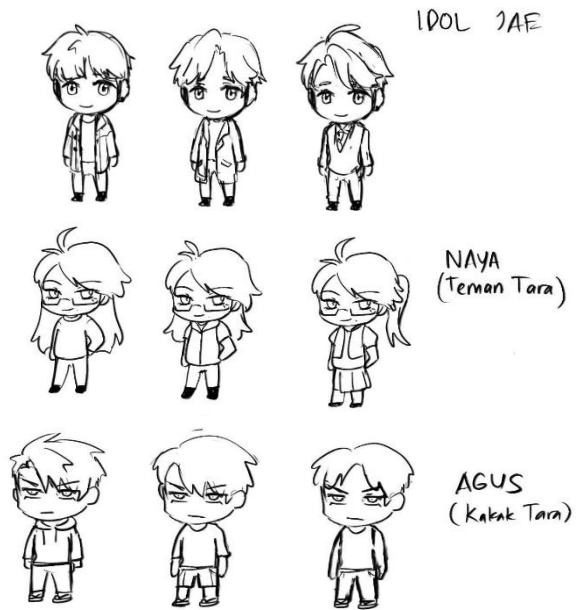


Figure 4.18 Character Sketch
 (Source: Personal documentation)

4.5.1.4 Title Sketch

Buat Kamu ♡
 yang Suka Halu

Buat Kamu ♡
 yang Suka Halu

Buat Kamu ♡
 yang Suka Halu

Figure 4.19 Title Sketch
 (Source: Personal documentation)

4.5.2 Comprehensive Design

4.5.2.1 Alternative Characters



Figure 4.20 Alternative Characters
(Source: Personal documentation)

4.5.2.2 Alternative Title



Figure 4.21 Alternative Title Designs
(Source: Personal documentation)

4.5.3 Design Validation

4.5.3.1 Character Design

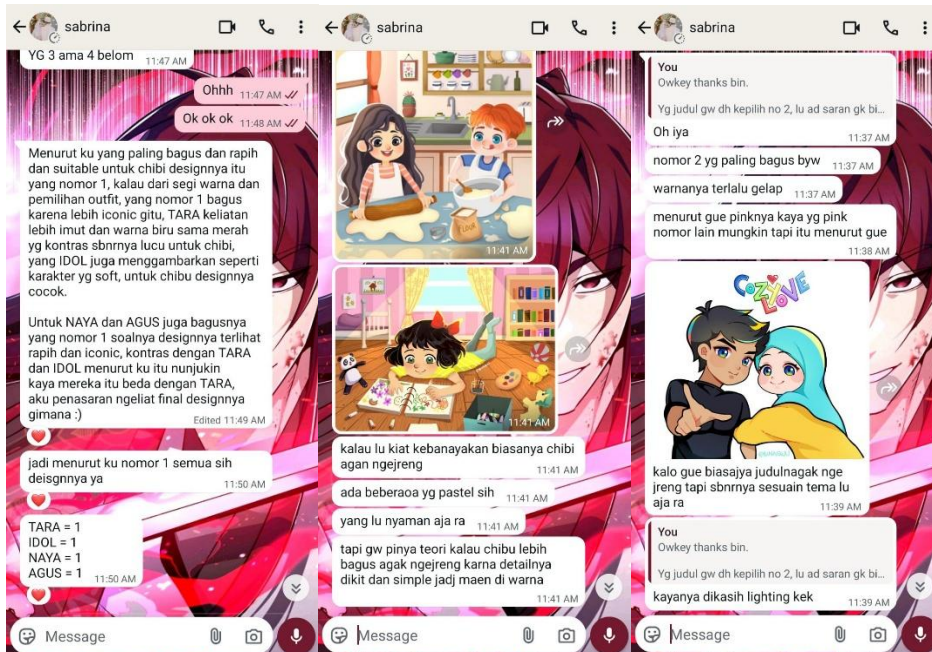


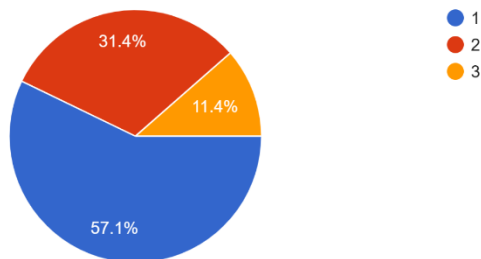
Figure 4.22 Design validation with expert chibi illustrators
(Source: Personal documentation)

This validation was conducted on 35 target audiences through questionnaires and chat results with those known as @binaquu on Instagram, chibi character design experts who have also worked as an animator at Free Quran Education. From the results of this validation, alternative designs for the four characters and titles were obtained which were most often chosen by respondents and character design experts.

1. Tara

For the MC character, 20 out of 35 people (57.1%) chose alternative 1. Character design experts also chose number 1.

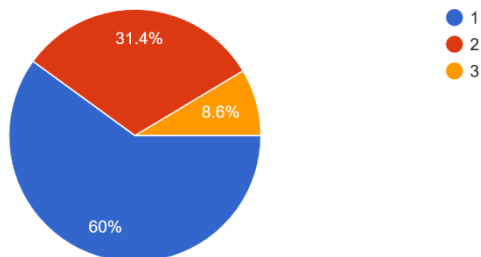
Pilih satu desain karakter MC yang paling kamu suka
35 responses



2. Naya

For the character Naya, 14 out of 35 people (40%) chose alternative 1. The other 40% chose alternative 3. Character design experts also chose number 1.

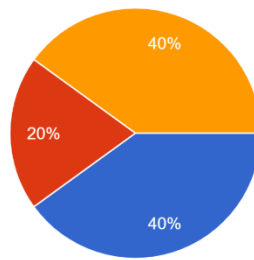
Pilih satu desain karakter teman suportif yang paling kamu suka
35 responses



3. Jae

For the character Jae, 21 out of 35 people (60%) chose alternative 1. The character design expert also chose number 1.

Pilih satu desain karakter idol favorit MC yang paling kamu suka
35 responses



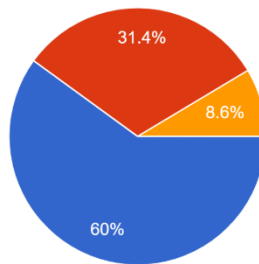
● 1
● 2
● 3



4. And

For the character Agus, 30 out of 35 people (85.7%) chose alternative 1. Character design experts also chose number 1.

Pilih satu desain karakter teman suportif yang paling kamu suka
35 responses



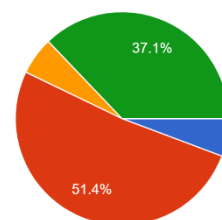
● 1
● 2
● 3



4.5.3.2 Title Design

Based on the results of the questionnaire, 18 out of 33 respondents (51.4%) chose title design number 2. Character design experts also chose number 2, with the note that the title color was made slightly lighter.

Pilih satu desain judul video yang paling kamu suka untuk thumbnail
35 responses



● 1
● 2
● 3
● 4
● 5

4.5.4 Final Design

4.5.4.1 Character Design

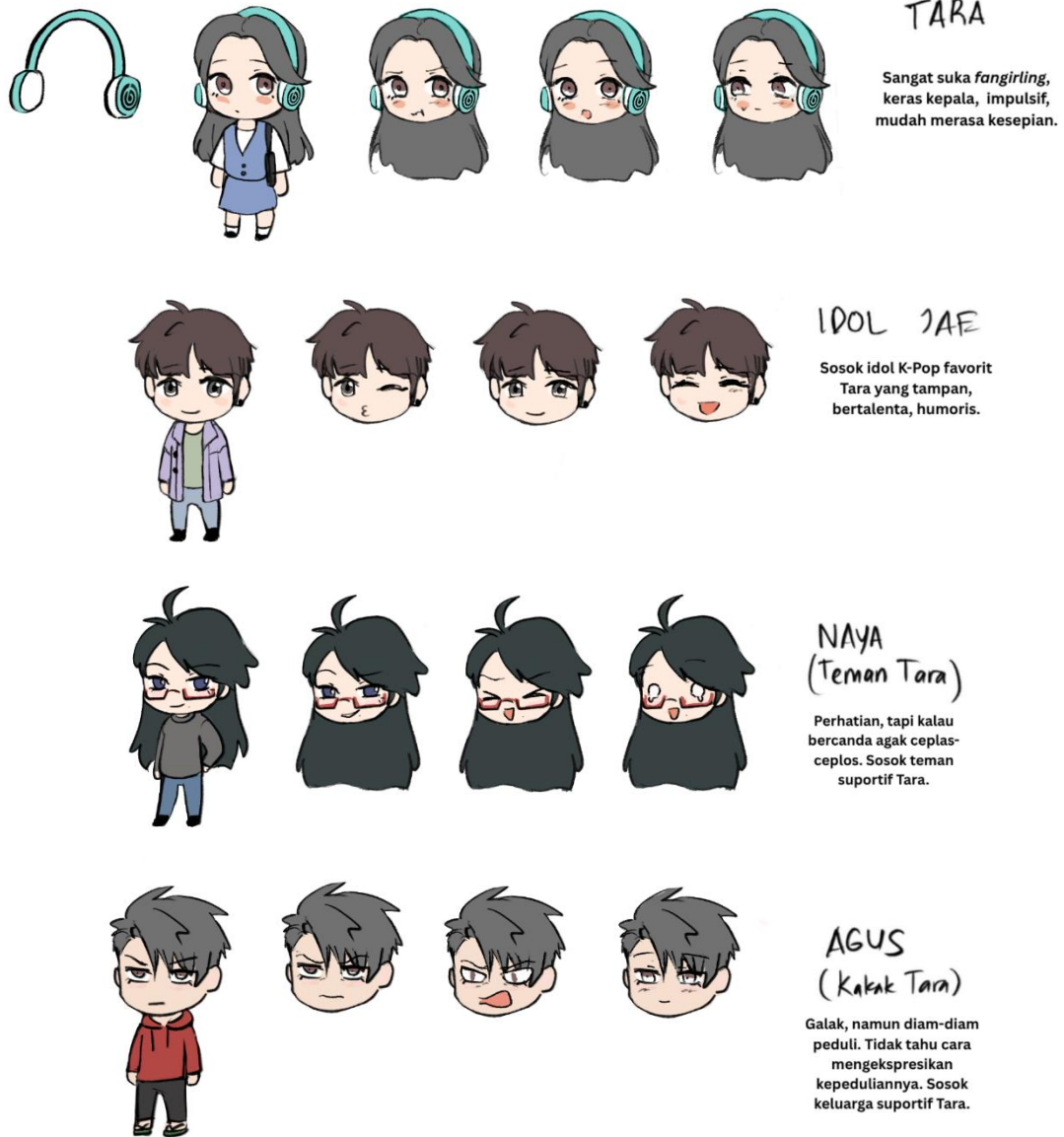


Figure 4.23 Selected Character Design
(Source: (Personal documentation))

4.5.4.2 Title Design

Buat Kamu, yang Suka Halu

Figure 4.24 Selected Title Design
(Source: Personal documentation)

4.5.4.3 Environment



Figure 4.25 Environmental Design
(Source: Personal documentation)

4.6 Main Media Implementation

4.6.1 Animated Clip

Scene 1

Tara, who felt lonely because her friends were busy writing their theses, started to run away from her obligations by consuming lots of content from her favorite bands.



Figure 4.26 Animation Clip Scene 1
(Source: Personal documentation)

Scene 2

When she met her best friend who joked about her idol, instead of responding well, Tara showed an overly defensive and aggressive reaction.

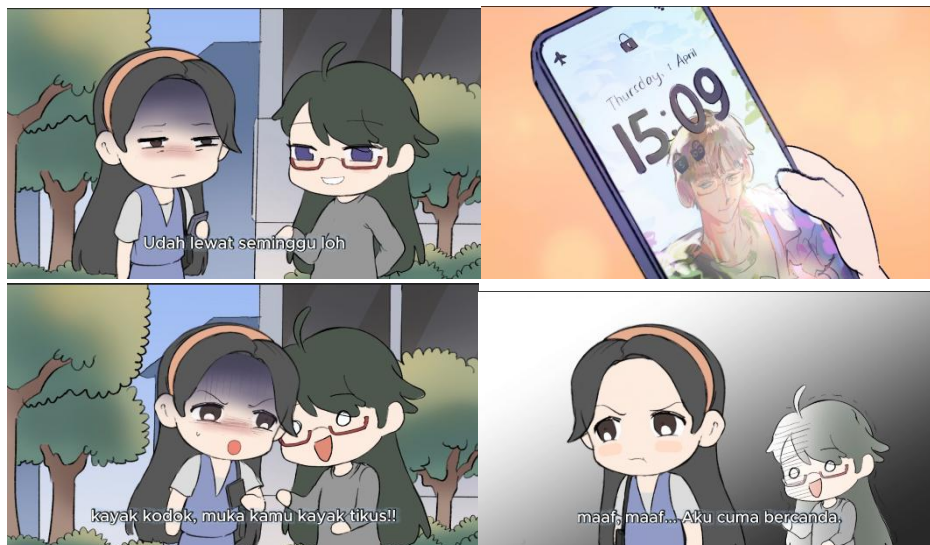


Figure 4.27 Animation Clip Scene 2
(Source: Personal documentation)

Scene 3

Tara, who really wanted to buy Day6's album because of FOMO from seeing her online friends, was willing to borrow her brother's card to fulfill her desire to buy it, even though she herself is not capable.



Figure 4.28 Animation Clip Scene 3
(Source: Personal documentation)

Scene 4

Instead of buying what she needed, Tara spent two million in a week and splurged on her brother's card.

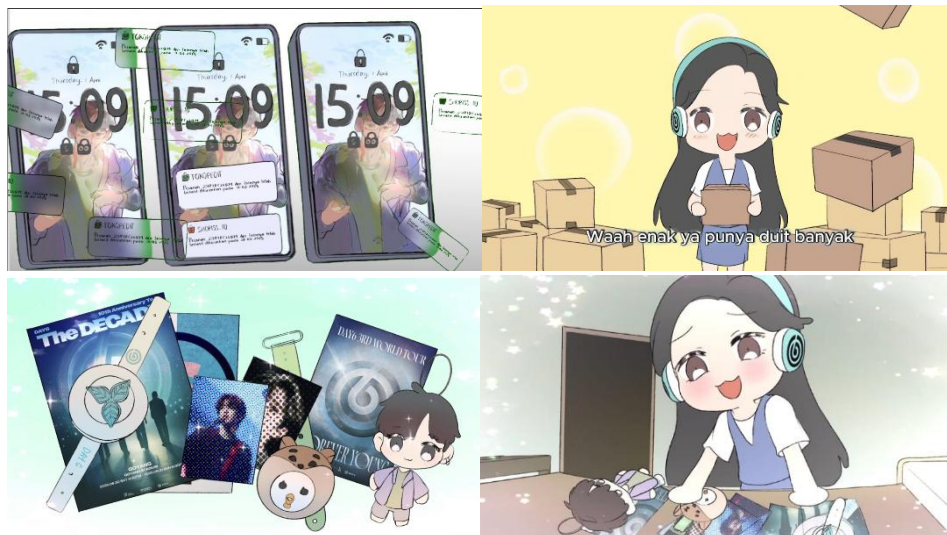


Figure 4.29 Animation Clip Scene 4
(Source: Personal documentation)

Scene 5

Brother Agus, who only found out a week later, confronted Tara, which caused her to cry and flee the confrontation. She fell into a depression for the next week, isolating herself in her room.



Figure 4.30 Animation Clip Scene 5
(Source: Personal documentation)

Scene 6

Naya heard from Agus that Tara wasn't feeling well. When she reached out to Tara, she learned that Tara did indeed need help but didn't dare ask for it first. Naya explained that Tara was experiencing a parasocial relationship that was bordering on the "unhealthy" level. She also explained the negative impacts of uncontrolled parasocial relationships and how to overcome them.

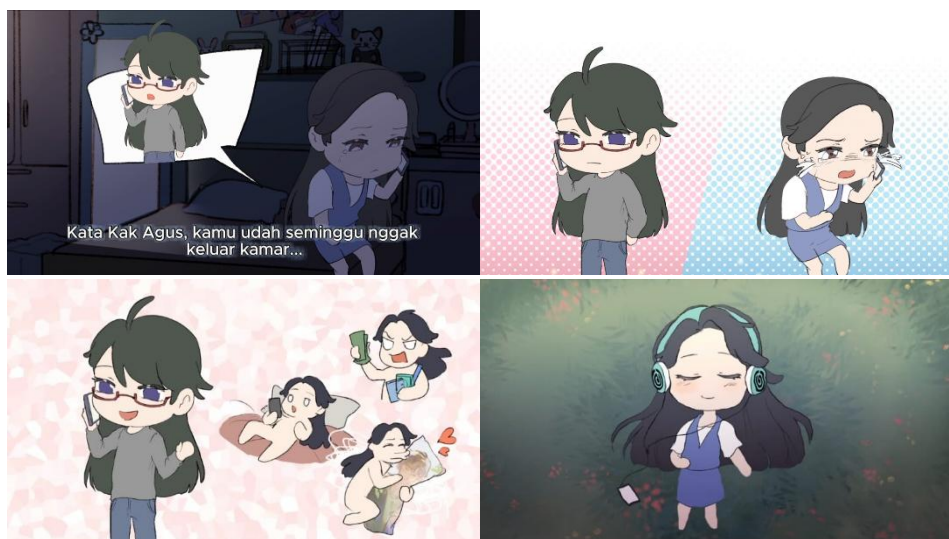


Figure 4.31 Animation Clip Scene 6
(Source: Personal documentation)

Scene 6

Tara committed to changing herself, starting by temporarily putting away her merch and reducing her interaction with her fandom hobby. She resolved to graduate soon and find a job so she could pay off her debt to her brother and buy as much Day6 merch as she could with her own hard-earned money.



Figure 4.32 Animation Clip Scene 7
(Source: Personal documentation)

4.7 Implementation of Supporting Media

4.7.1 Key chain



Figure 4.33 Key chain
(Source: Personal documentation)

4.7.2 Sticker



Figure 4.34 Stickers
(Source: Personal documentation)

4.7.3 Pin



Figure 4.35 Pin
(Source: Personal documentation)

4.7.4 Tote bag



Figure 4.36 Tote bag
(Source: Personal documentation)

4.7.5 Tumblr



Figure 4.37 Tumblr
(Source: Personal documentation)

4.7.6 Poster



Figure 4.38 Poster
(Source: Personal documentation)

4.8 Project Cost Budget Plan

4.8.1 Primary Media Production Costs

No	Goods/Services	Amount	Total
1	Material research	1	100.000
2	Chat bubble animation services	2	50.000
3	Work equipment	3	15.000.000
4	Internet	9 months	1.800.000
		Total	16.950.000

4.8.1 Supporting Media Production Costs

No	Goods/Services	Amount	Total
1	Sticker	20	18.000
2	Key chain	12	30.000

3	Tumblr	1	34.000
4	This	1	21.000
5	Pin	12	50.000
6	Poster	1	20.000
		Total	173.000