

# Caught in the Net: Narrative Style 2D Animation on Advertising Awareness Campaign on the Effect of Social Towards Adolescent Development

Nawhib Mohd Nazley, Izudin Zikry Mohd Ismazi Effendy, Marthiiny Jayakumar, Mohd Firdaus Mohd Herrow\*

Department of Information Technology, Centre for Diploma Studies, Universiti Tun Hussein Onn Malaysia, Pagoh Higher Education Hub, 84600 Pagoh, Johor, MALAYSIA

\*Pengarang Utama: [firdaushmh@uthm.edu.my](mailto:firdaushmh@uthm.edu.my)

DOI: <https://doi.org/10.30880/mari.2024.05.03.012>

## Info Artikel

Received: 01 March 2024

Accepted: 31 July 2024

Available online: 31 December 2024

## Keywords

Adolescence, Social Media, Advertising, Animation

## Abstract

Adolescence is a crucial stage in life, and social media has become a prevalent and extensively used activity among teenagers due to advancements in technology. Popular platforms such as Facebook, Twitter, YouTube, Instagram, and TikTok dominate their daily routines. Unfortunately, the detrimental effects of social media on adolescents often go unnoticed. This project aims to address the negative influences of social media on teenagers, specifically focusing on three key issues they face: sleep deprivation, low self-esteem, and the fear of missing out. Additionally, the project aims to conduct a study on the foundational aspects of adolescent development in relation to the impact of social media on their growth. It also involves creating a 2D animated narrative that depicts the effects of social media usage on adolescent development and analyzing the effectiveness of a 2D animated advertising campaign in promoting awareness and understanding of this issue. To gather data, both primary and secondary sources will be utilized, including interviews, surveys, journal articles, and internal records. The result shows, significant changes in the physical, psychological, social, sexual, and emotional areas occur during adolescence. It symbolises a turning point in life when people begin to understand who they are and get an understanding of the complexity of life. Overall, the findings show that excessive teen use of social media poses serious dangers to their general development and well-being.

## 1. Introduction

Social networking has become a popular pastime among adolescents in today's technological age. Social media is an online platform that allows for social engagement without the requirement for actual encounters. Many people, however, are unaware of the insidious influence that social media has on individuals, particularly teens. Teenagers frequently use social media for fun and anonymous self-expression, as a fashionable trend, or to avoid face-to-face encounters. Initially sought for good reasons, teens' usage of social media has negative consequences such as sleep deprivation, low self-esteem, and fear of missing out. Given how readily social media

may impact teens, this study focuses on mitigating its harmful effects on this age range. The project's goal is to investigate the influence of social media on adolescent development through a study of fundamental components of their development. It also entails developing a 2D animation story depicting the impacts of social media on teenagers and assessing the success of a 2D animated advertising campaign in raising awareness and comprehension of the issue. The project's main objective is to increase awareness about the need of nurturing productive teens during their growth years. The project's ultimate purpose is to educate the public about the detrimental effects of excessive social media use on teenage development and to urge preventive steps to minimize this kind of situation.

## 2. Literature Review

### 2.1 Adolescent Development

The process of physical, psychological, social, and emotional changes that take place in people during adolescence is known as adolescent development. Starting about the age of early 11, this era lasts until the age of 17 [1]. Numerous changes occur in many different areas, including as physical development, emotional changes, and cognitive growth, among others. Teenagers frequently face a variety of difficulties while this process progresses since they are still developing their sense of self and knowing who they are as people [2]. They have a fresh perspective on life, run into new issues, and look for solutions. It's crucial to remember that this procedure differs for every person and is based on unique conditions.

The five stages of adolescent development are as follows. The first stage is physical development, which includes alterations in body composition, hormone levels, and other factors. The next stage of development is cognitive, which deals with thinking skills, problem-solving techniques, and coping mechanisms. The next stage is social development, which focuses on how people build relationships with their peers, families, and surroundings. Individual circumstances and personal experiences have an impact on this development. Another element is emotional growth, which involves managing and controlling emotions in a constructive way. Last but not least, sexual development involves negotiating several stages of life and happens regardless of gender [3, 1]. All of these changes are influenced by the individual, their surroundings, and the support of their family.

Data also show that teens' unrestrained, excessive use of social media is associated with serious mental health issues [4]. This covers conditions like anxiety and despair. Teenagers may find it challenging to properly socialize or participate in daily activities as a result of these difficulties. Additionally, their relationships with friends and family can be impacted, which could result in sporadic outbursts of annoyance or rage [3]. How people choose to utilize social media also affects how it affects teenagers' mental health. It may be helpful if they exercise restraint and manage their consumption. But if they don't exercise control over how they use it, it could be harmful to their wellbeing.

### 2.2 Animation in Advertising

In order to successfully communicate ideas and deliver messages that are persuasive, visual rhetoric is essential. The goal of the study is to offer a framework or set of rules for advertising through visual [5]. Advertising professionals struggle to meet content requirements while attaining advertising objectives since Malaysia's creative business currently lacks enthusiasm and creative talent. To grab the reader's attention and sway them towards the intended message, visual rhetoric is used. Analysing visual rhetoric entails examining how images contribute to arguments both on their own and in combination with other aspects. In order to construct a theory of rhetoric, the study investigates the characteristics and components of visual aspects from a rhetorical perspective. The conclusion highlights that visual rhetoric is a potent tool in shaping public symbolic actions, encompassing various aspects of social life, from our actions and perceptions to how we remember, memorialize, and confront issues.

The power of video storytelling to arouse emotions and build a bond with viewers is its primary strength. Marketers may develop an engaging narrative that connects with their target audience by incorporating visual and audio components such attractive imagery, music, and narration. In addition to improving brand recall and recognition, this emotional connection increases viewer engagement [6] and motivates them to share the video with their own networks, expanding its audience.

In narrative commercials, the connection between the product and the tale is essential for increasing persuasion. Marketers can improve the efficiency of their advertising efforts by making sure that there is a clear relationship between the product being advertised and the narrative. This connection keeps the product from being lost in the story and enables viewers to connect it to the feelings and morals that are being expressed. As a result, the

advertisement's persuasive effect is enhanced, increasing engagement, brand remember, and eventually conversion rates [7].

The study looks at how well various messaging methods, such as fear appeals, firsthand accounts, and factual information, work to change attitudes and behaviours around a product. It also looks into how different media platforms, including print, television, and social media, affect the reach and potency of awareness campaigns [8]. The results contribute and offer useful insights into the best message and media pairing to increase the impact of advertising campaigns.

Numerous studies in the literature have shown that animation is quite effective in advertising. By using animation, it is possible to develop imaginative stories, grab viewers' attention, and convey ideas in a way that is both memorable and visually appealing. Animation allows for versatility in the presentation of complicated ideas, making it appropriate for a variety of goods and services. It gives marketers the ability to elicit feelings, develop brand personalities, and communicate information in a clear and engaging way. Animation is a useful technique in the advertising sector because it has been shown by attention, recall, memory and recognition, along with click through-rate and attitude [9].

### 3. Methodology

The aim of this research project is to explore the factors contributing to the connection between excessive social media usage among teenagers and its impact on inadequate sleep, negative perceptions about adulthood, and significant time spent on social media due to the fear of missing out. The selected methodology involves conducting interviews, surveys, the Internet and using secondary data sources like journal articles and internal records. The goal is to comprehensively understand the subject and encourage the positive development of teenagers while increasing awareness about adolescent growth.

#### 3.1 Interview

Interviews are valuable for understanding complex human experiences and gaining insights that traditional data collection methods may miss. The proposed research technique comprises conducting a semi-structured interview with a seasoned professional counsellor, En. Muhammad Khairullah Bin Mohd Shaari, UTHM counsellor. He will provide in-depth insights into the core elements of adolescent development. The conversation will also dive into their professional viewpoints on the effectiveness of campaign advertising in bringing attention to and addressing the complex problems related to teenage development.

#### 3.2 Questionnaire

As part of the process of gathering data for this study, a questionnaire was created and given out to students from 13 to 18 years old from various schools in Johor. The questionnaire was being conducted through Google Forms with an estimate of 30 respondents, aims to obtain information relevant to the research objectives. Its purpose is to engage the target audience and assess the effectiveness and useful of the final product.

#### 3.3 Animation Development Process

##### 3.3.1 Pre-Production

In the early stages of pre-production, the project started with extensive research on the animation concept. Multiple draughts of the script were then created with a focus on honing and improving it to resonate successfully with the target audience and guarantee clarity in delivering the narrative's intended message. Parallel to this, in-depth character design research was done, leading to the creation of a diverse cast of characters who perfectly match the entire short animation. Preliminary ideas for the setting were also created, with the goal of creating a unified and genuine backdrop that harmonises with the plot's development. The project is guided towards a successful outcome by the careful planning and preparation that ensures a strong framework for the animation process. A few well-designed storyboard panels are shown in Figure 1 once the script has been approved. The camera angles used in conjunction with these panels, which successfully capture the spirit of each scene, demonstrate a clean and seamless visual portrayal of the planned sequences. The ToonBoom Storyboard Pro software was used to carry out the storyboarding process.



**Figure 1** *Storyboard for the Animation*

### 3.3.2 Production

The production process mainly consists of a number of crucial steps, beginning with the creation of preliminary character animation sketches and continuing with painstaking clean-up and in-between animation drawings. The animation's background has also been painstakingly created. The main programme used for the 2D animation is Adobe Animate, while Blender is used to expertly produce the 3D backdrops. The pre-production materials, such as storyboards and animatics, serve as a guide for the animator as they bring the characters and settings to life. Keyframes, which specify the primary poses and movements, are created in this process, and the frames are subsequently filled in with intermediary drawings or digital assets. Smooth and flowing motions are ensured by the animation's polish and refinement. Along with the animation, other components like lighting, texturing, and visual effects are used. To improve the entire experience, sound effects and music are also included. Figure 2 displays an example of beautifully created settings that were painstakingly made using the Blender programme. Preliminary sketches and in-depth research were used to create these settings, creating a solid foundation for the development of the animation's immersive and visually appealing locations.



**Figure 2** *Background Assest*

### 3.3.3 Post-Production

The final stage of the animation pipeline is called post-production, where all the components of the animation are combined and fine-tuned to produce the final output. It involves a number of procedures and jobs. To ensure a fluid flow and continuity, the various 2D and 3D animated shots are first assembled and edited. The application of visual effects and upgrades improves the overall aesthetic and narrative. To create the ideal visual ambiance, colour grading and correction are done. To provide an immersive audio experience, the finalised and mixed sound design which includes dialogue, music, and sound effects is used. In addition, all essential alterations and changes are made to take feedback into account and raise the calibre of the animation. Additionally, during the post-production stage, the final animation is rendered in high resolution and multiple file formats for dissemination across different platforms. Figure 3 shows an illustration of a scenario that was made using the Blender software and features a flawless blending of 2D actors with a 3D background. While skillfully retaining the intrinsic attractiveness of the character's cartoonish appearance, the seamless integration of 2D and 3D elements raises the level of realism in the animation.



**Figure 3** *Compositing of Character and Background*

## 4. Results and Discussion

### 4.1 Results

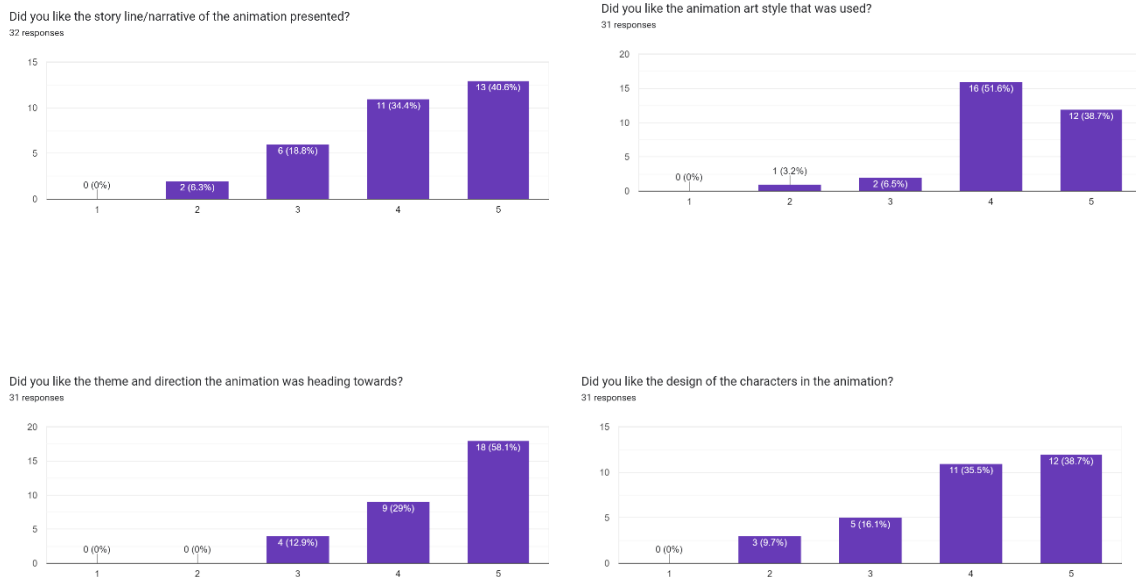
The questionnaire findings for the 13 to 18-year-old teenage demographic were gathered using Google Forms for the advertising awareness campaign on the effects of social media on teenage development. A teaser of the animated advertising was shown to the participants, who then provided feedback and suggestions.

Along with the questionnaire results, the interviewee's comments provided insight into the complex process of adolescent growth, which includes physical, psychological, social, sexual, and emotional elements. Adolescence is a key time for discovering one's individuality and developing a deeper grasp of life, it was emphasised.

In order to prevent problems, the respondent emphasised the importance of addressing the social, emotional, and psychological aspects of teenage growth. Notably, the detrimental effects of social media addiction on teenagers' levels of anxiety and self-esteem were underlined. Overuse of social media platforms has been linked to issues including depression and cyberbullying, which has an impact on social skills, privacy, and the protection of personal information.

The interviewee suggested encouraging self-awareness among people to recognise the negative effects of social media in light of these findings. Additionally, methods to prevent addiction and promote appropriate social media use were recommended, including monitoring consumption, participating in offline activities, and offering parental supervision.

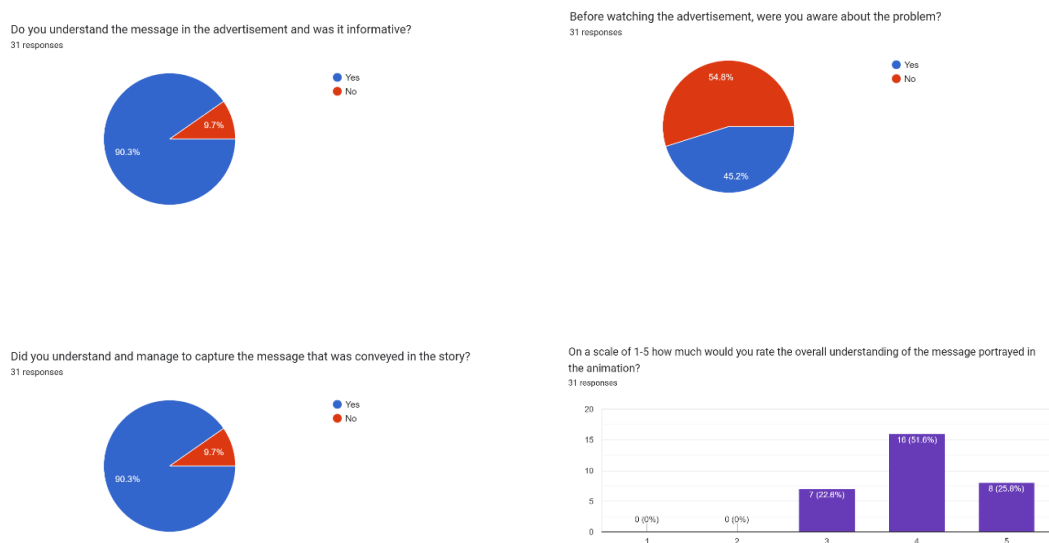
Figure 4 shows the audience's feedback on the animation that was shown. The majority of the responses show that the storytelling strategy has received favourable feedback. The following graph also shows that the bulk of feedback praise the animation's visual aesthetic and character designs. Similarly, a sizable 58.1% of the audience chose to support the concept and art style of the animation.



**Figure 4** Audience Feedback Regarding the Animation Presented

Based on the revelations in Figure 4, a thorough examination of the audience's input reveals a resoundingly positive response, with respondents expressing extremely good impressions of several crucial aspects of the animation. Notably, the animation's script received a lot of praise, attracting viewers with its clever and intriguing premise that had them engaged the entire time. Additionally, the animation's visual design received a great deal of appreciation from viewers.

Figure 5 shows that the audience's comprehension of the topic of adolescent development is favourable. According to the findings, an astonishing 90.3% of the audience was able to understand and retain the story's meaning. Additionally, the poll showed that 42.2% of the audience were already aware of the situation with the issue of teenage growth, while 54.8% of the public were previously uninformed of the problem. Last, it's important to note that the majority of the audience showed that they understood the main point of the awareness through animation.



**Figure 5** Positive Feedback Regarding the Audience Understanding of the Issue

The results shown in Figure 5 reflect the success of the animation's message delivery in that a significant portion of the audience showed a great level of receptivity and understood the main idea and subject matter with a remarkable level of clarity and understanding. The information shows that a sizeable portion of viewers not only

understood the intended message but also demonstrated a higher degree of awareness and knowledge, demonstrating the animation's resounding success in accomplishing its intended aim. The animation's capacity to enthrall and engage viewers, establishing a deeper connection with the subject matter and leaving a lasting impact that goes beyond simply entertainment, is demonstrated by the notable degree of resonance attained with the audience.

## 4.2 Discussion

Overall, this study can be used as an efficient part of a campaign to raise awareness about the harm that social media can bring to adolescent development. The poll results show that a sizable majority of respondents understood the message presented in the animation and recognised the influence of social media on their lives. They also felt a strong link between the subjects of the film and their actual circumstances. The audience's positive reactions to the animation made it an effective tool for spreading awareness of the issue.

A project-related opinion question was also included in the survey, asking participants about social media and whether they saw it as having a beneficial or harmful influence on society. The opinions expressed in the comments were fair-minded, with the majority agreeing that social media can be useful if utilised sensibly and carefully. On the other hand, a small percentage of respondents voiced worries about its adverse consequences and thought it was harmful.

The results of this study emphasise the significance of addressing social media's effects on adolescent development through awareness campaigns and educational programmes, to sum up. The target audience can be reached and positively influenced by developing interesting and relatable material, like the animated advertising utilised in this study. This will enable them to take use of social media's potential advantages while minimising its potential disadvantages.

## 5. Conclusion

In conclusion, the objective of studying the fundamentals of adolescent development in order to impact social growth among the target audience, as well as analyzing the effectiveness of a 2D narrative style animation advertising campaign towards adolescent development, was met by creating an animation that could raise awareness about the problem among the audience. This project was confirmed to achieve the desired outcome by testing, which satisfied the project's aim. In terms of future enhancements, a few suggestions such as expanding the color palette, experimenting with other art styles and genres, and including new features would be explored in order to create a better product for people to enjoy and comprehend the advertisements. Future studies on adolescent development and animation advertising efforts might look into practical ways to improve and grow, especially in relation to digital platforms and social media. In order to reach a larger audience, this expansion would entail assessing the efficiency of disseminating the animation through various digital platforms and social media channels. Such a study would be crucial to evaluating social media's potential as a tool for efficiently reaching teenagers with instructional information.

## Acknowledgement

The authors would like to thank Universiti Tun Hussein Onn Malaysia for providing the resources and facilities necessary for the successful completion of this project.

## Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

## Author Contribution

*The authors confirm contribution to the paper. All authors reviewed the results and approved the final version of the manuscript.*

## References

- [1] S. A. S. Hamzah, "Malay adolescents' experiences with divorced and remarried parent(s): a phenomenological study," p. 30, 2018.
- [2] I. ., R. H. ., N. M. ., H. M. Y. ., N. ., Q. M. G. I.D. Noordina, "Do Parenting Style and Adolescents' Self-esteem Contribute to Mental Health Problems among Young Adolescents in Malaysia? An Adolescents' Perspective," p. 9, 2019.
- [3] K. H. M. J. Wirawani Kamarulzaman, "A REVIEW OF MENTAL ILLNESS AMONG ADOLESCENTS," *International Journal of Education, Psychology and Counseling*, p. 10, 2018.

- [4] N. M. & A. G. Betul Keles, "A systematic review: the influence of social media," *International Journal of Adolescence and Youth*, p. 16, 2016.
- [5] N. S. Albakry and G. Daimin, "The Visual Rhetoric in Public Awareness Print Advertising toward Malaysia Perceptive Sociolculture Design," *Procedia Soc Behav Sci*, vol. 155, pp. 28–33, Nov. 2014.
- [6] K. K. Coker, R. Flight, and D. M. Baima, "Skip it or View it: The Role of Video Storytelling in Social Media Marketing," 2017.
- [7] M. Glaser and H. Reisinger, "Don't Lose Your Product in Story Translation: How Product–Story Link in Narrative Advertisements Increases Persuasion," *J Advert*, vol. 51, no. 2, pp. 188–205, 2022.
- [8] Y. H. Hong, C. H. Soh, N. Khan, M. M. Bin Abdullah, and B. H. Teh, "Effectiveness of Anti-Smoking Advertising: The Roles of Message and Media," *International Journal of Business and Management*, vol. 8, no. 19, Sep. 2013.
- [9] D. Goel and R. Upadhyay, "Effectiveness of use of Animation in Advertising: A Literature Review," 2017.