

ABSTRACT

The design of this board game emerged from a social issue concerning the phenomenon of FOMO experienced by Generation Z teenagers. One of the factors contributing to this is the trends that arise in social media content. This phenomenon leads to Generation Z teenagers becoming less assertive and facing difficulties in social interactions. However, based on the author's observations, the more crucial impact of FOMO behavior is that Generation Z teenagers become individuals who undervalue their own existence, leading to social anxiety. Therefore, the board game's design aims to be an assertive effort that provides understanding to Generation Z about the importance of being true to oneself, without worrying about being left behind by current trends, especially on social media. The method used in designing the board game involves a qualitative approach, where researchers collect data through interviews, questionnaires, observations, and literature studies. The results of the SWOT analysis, USP, and positioning in the board game design involve the application of art therapy using expressive drawing methods. The game's positioning is centered around an assertive medium that can assist in the emotional development and character formation of Generation Z teenagers, helping them reduce FOMO. The core idea of this design revolves around using a fantasy-themed board game concept. This choice is based on teenagers' interest in characters with supernatural powers, motivating them to overcome challenges in their own lives. To support the board game, various supplementary materials are created, including x-banners, standees, drawing pads, colored pencils, stickers, and t-shirts.

Keywords: Assertive Media, FOMO, Board Game