

ABSTRACT

The design of character designs is one of the media to convey to the target audience to create tolerance between ethnic groups and cultures. With the phenomenon in the area around the City of Duri, media is needed to deliver messages and stories in the short 2D animation entitled "Sakai". Character design is an important element in designing 2D animation as a character who runs a story in it and delivers a message. So that the message can be conveyed through the character. In this design in accordance with the concept of the story that is designing characters derived from the Sakai Tribe and the City of Duri. The method of data collection is done by means of observation, interviews and literature studies to help the design process. The theory used for this design is the theory of character design, character, animation and color theory. This design theory is taken from Tony White's book entitled The Animator Workbook's to use the theory as a design of character design, one of which is such as the character-making flow theory. With this design, it is expected that the stories and messages will be conveyed to the target audience, so that the creation of tolerance for fellow tribes and cultures.

Keywords: *Character, Animation, Tribe Sakai, 2D Animation, short 2D animation. Character design.*