

## ***ABSTRACT***

**Mahadewi, Kharisma. 2018. Concept Art For Short 2D Animation “Arya”. Final Exam. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University. Bandung.**

*Indonesia adheres to an eastern culture that is highly polite and manners. The era of globalization and technological developments that bring a variety of information and foreign cultures begin to decrease our culture of manners, including rude language culture. Rude language culture is increasingly widespread use in everyday life and begin to be imitated by children who often hear it. To prevent and reduce the use of rude language by children, 2D animated films were made as a medium for delivering messages. Data collected using qualitative methods through an ethnographic approach. data search process by carrying out direct observations, interviews, and literature studies. The final result of this research is 2D short animation without dialogue.*

**Keyword:** *kid, bad words, Concept Art*