

ABSTRACT

Dwiyanti, Dikka. 2019. *Storyboard Design of Short Animation 2D “Lovely Paws”*.

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As living things, it is commonplace for humans to live on animals. If seen based on its classification, animals are divided into three, namely livestock, pets, and stray animals. Apart from this classification, all animals need humans to get food, attention, and love and protection in order to survive. But in reality today there is often cruel treatment of animals or better known as animal cruelty, so animals experience physical and psychological stress. Based on the data obtained, animals that often receive torture have an impact on the physical and psychological condition of cats, especially stray cats. Therefore, an appeal is needed regarding the prohibition of torturing stray cats through short animation media to foster a sense of empathy for the community to protect, protect and love stray cats. The design method that is carried out includes collecting data (literature studies, interviews, and observations), then the data is analyzed using a qualitative approach. Based on these results, it was found that there are factors that influence a person to torture cats such as experience and living environment. These results will be used as a reference in the script and storyboard design of 2D short animation. So that people can take moral messages that are conveyed from the story presented.

Keywords: Animal Abuse, Stray Cat, 2D Animation.