

ABSTRACT

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The hustle and bustle of the city triggers stress on some of its residents which leads to acts of aggression. Each individual has his own way of projecting this feeling, and not a few do it towards animals. This action is called Animal Abuse, which is an act of violence / torture committed on animals, whether intentional or not. In the process, the animal gets tortured both physically and mentally. Animals that often got this treatment are stray cats. Their numbers are very numerous and close to humans, making them the target of an aggression for some people. This phenomenon was found to occur in several major cities, one of which is the City of Jakarta. It proves that urban residents' empathy for animals are lacking. Therefore, it is necessary to make a media that can visualize this phenomenon to overcome these problems, namely through 2-dimensional animation. In making it, many things that must be considered in order to represent the city of Jakarta well. So that on the Background created there are assets that are characteristic of the city of Jakarta. Data collection techniques carried out in the form of interviews, observation, and literature. Then the data is analyzed by the case study method. From the results of the analysis, assets that are typical of the city of Jakarta will be obtained and the asset laying procedure in the background is then used in designing 2D animated backgrounds.

Keywords: Animal Abuse, Stray Cat, Jakarta, Asset, Background, 2D Animation.