

ABSTRACT

SHORT ANIMATION FILM STORYBOARD DESIGN TITLED "WAK - WAK CAFE" FOR GIVING INFORMATION ABOUT THE PRODUCTION PROCESS OF LUWAK COFFEE

The Habit of drinking coffee has evolved when it used to be a habit that was done by an male adult to a habit that can be done by a teenager (no mater what the gender is). Coffee has been loved because of its authentic bitter flavor yet refreshing that can enlight out mood and reduce sleepiness. As time goes by, the variants of coffee has developed until we can find various taste with different process. One of the variant we know as the coffee that is also known in international named luwak coffee. The purpose of this writing is to dig in the information about the making process of luwak coffee. Also those informations are also related with the healthy, food safety, halal-ness, animal welfare and the environmental sustainability. With those purposes, the data from the observation, interview and literature study are used as the object in making of the work of short animation movie storyboard titled "Wak – Wak Cafe" so that the output of this work and report it self can give the accurate information about luwak coffee.

Keywords : luwak coffee, health, food safety, halal, animal welfare and environmental sustainability, storyboard, short animation