

ABSTRACT

Muhamad Syafiq Dendi Fajar. 2019. *Character Design Concept in 2D*

Animation Film adapted from the Tradition Rempug Tarung Adu Tomat for Children. Final Project. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.

Rempug Tarung Adu Tomat is a unique tradition from Cikareumbi Village, Lembang District, West Bandung Regency, West Java, Indonesia. Unfortunately, children at age 9-12 years in the city of Bandung are less familiar with the traditions of their own area. For this reason, it is necessary to have an interesting media in order to be able to develop children's interest, being interested in the traditions and culture of their region. In this case animation is the right medium to attract the attention of children. One of them is to make character design for 2D animation interesting so it will make it easier for children to digest the values contained in the animation, so that it can be used as learning material. The method used in this study is a qualitative data collection method. By giving questionnaires to elementary school children in Bandung, making direct observations of the place took place in the tradition of Rempug Tarung Adu Tomato, as well as conducting literature studies on making character designs in 2D animation making. Analysis of similar works is also done to add insight so that the design can be useful in the future.

Keywords : Culture, Children, Character, 2D Animation.