

## ABSTRACT

*The Design of the Visual Concept of Character Design is an effort made by researchers to reintroduce the story of Asal Mula Danau Maninjau which began to be forgotten by the people there. Designing the Visual Concept of Character Design uses stories from adaptations from the book "The Origin of Maninjau Lake by Agus Sri Danardana". This adaptation is done to increase the attractiveness of the story and also add interesting elements to the characters who play the story. This adaptation is in accordance with the predetermined target market, namely Teenagers where the Visual Design Concept The characters that are created will make them interested in recalling this story. Character Design Design was created using data collected from the literature review process using the story book Asal Mula Maninjau by Agus Sri Danardana, then by conducting interviews with experts and book writers, and finally by observing Lake Maninjau area. to get visual reference. This concept is also in the form of using the theory of Adaptation and Character Design, starting from adapting stories, classifying characters, making appropriate shapes and others. This concept will also not be perfect without analysis of similar works that already exist to complement the shortcomings and determine what visual elements can be used to design them. design of the design of the original character of Lake Maninjau is the design of character design by incorporating elements of interaction and environment around the lake, through the story of Asal Mula maninjau lake that has been adapted. The final result of designing this Visual Concept is the Artbook, so the visual characters from the story of the Origin of Lake Maninjau will be able to attract the attention of teenagers to see and know this story.*

*Keywords: Start Forgetting, Adaptation, Story Book, Origin of Lake Maninjau, Visual Concept, Character Design, Character.*