

ABSTRACT

Firda Ayu Nopianty, 2019. *Designing Characters for 2D Animated Film Lontong Cap Go Meh. Final Project. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.*

Semarang has an interesting variety of cultures and people's lives, one of which is acculturation that occurs between Javanese and Chinese ethnic in Semarang, one of which then produces a new cultural product, namely Lontong Cap Go Meh. Lontong Cap Go Meh is a typical Chinese ethnic food product in Indonesia; especially in Java, which is an adaptation of traditional Javanese Muslims food namely Opor Ayam. The harmony and acculturation that took place in Semarang was very interesting to be a basic idea in making a short 2D animated film, so a character design based on a script was made that will support the phenomenon. The method that was used is the interpretative qualitative method which includes observation, interviews, and literature studies with the addition of fictional elements. The theory used as the base in the design of these characters are the Theory of Animation by Munir, The Principle of Animation by Ollie Johnston and Frank Thomas, Character Design Theory by Chris Webster, The Concept of Three-Dimensional Characters by Biran, Shape, Silhouette, Style and Proportion Theory by Tony White, Color and Personality Theory by Bryan Tillman, and Costume Theory by Sherm Cohen. By using those character design theories, designer creates characters that can describe the nature and physicality of Javanese and Chinese ethnic groups in Semarang which can describe the phenomenon that occurred in Semarang. The results of the study resulted in the design of two main characters, namely the ethnic Chinese Prince character and Javanese ethnic Ayu character and other additional characters including the Emperor, Empress, and ethnic Chinese and Javanese, including one mythological character, the Dragon character. The character design is then presented with the main media in the form of artbooks, and supporting media in the form of movie posters, stickers, and artprint of color scripts that combine characters and backgrounds.

Keywords: Character Design, 2D Short Animation, Acculturation, Javanese, Chinese