

ABSTRACT

Zulfa, Nabila. 2020. *Designing a Storyboard of "Hong" 2D Animation to Introduce the Values in Ucing Sumput Traditional Game*. Final Project. Visual Communication Design Department. Faculty of Creative Industry. Telkom University. Bandung.

Ucing sumput is a traditional Sundanese game which is commonly known as hide and seek. What distinguishes *ucing sumput* from other hide and seek is the values contained therein which teaches the teachings that are in accordance with Sundanese principles of life. However, it is unfortunate because most of the players, especially children, do not know much about it. Based on that, the values in this game of *ucing sumput* needs to be introduced back to the community using 2D animation as the media. For that information to be properly conveyed through 2D animation, designing a storyboards that fit the stories that contain these values is also required. The data was collected by literature reviews, interviews, direct observations about the values in the *ucing sumput* game, how children play the game, people's views about the game itself in daily life, and the process of making storyboards according to the 2D animation production process. The data that has been collected is analyzed and then created a concept of the story that will be applied in the storyboard "Hong".

Keywords: *Ucing sumput* traditional game, Sundanese principles of life, storyboard, 2D animation.