ABSTRACT

Smartphone is one of the technologies that simplify one's work, in this case technology certainly has positive and negative impacts and influences. Examples of technological objects that we often encounter are cellphones (mobile phones), or in today's world most people call them the word smartphone, which is a cellphone that has various features to facilitate someone in finding information, entertainment, etc. In addition to being able to make it easier to find information, smartphones have an unfavorable impact on users. One negative impact is one's dependence on smartphones. They use smartphones excessively and are too dependent on smartphones.

In this study the writer and the group will create an animation that has satirical comedy genre, describing the physical characteristics and adolescent or late adolescent nature in Jakarta. Collecting data with qualitative methods, is expected to get data in accordance with the phenomenon that is happening. Such as conducting the interview, observation, literature study and data collection stages. In character design, the writer designs at the pre-production and production stages. In the pre-production stage, the writer collects data, collects three similar works and explores the characters to be designed. In the production phase, the writer makes the characters needed for animation needs.

Keyword: Smartphone, Jakarta City, Animation,Character Design, Late Adolescenes Personality and Visuals