

ABSTRACT

The advancement of media and technology poses a challenge in preserving traditional dance culture. Many parents provide their children with smartphones from a young age, opting to entertain them with animated content on available video platforms. They argue that this approach is safer and easier to monitor than other activities. However, they may not consider the impact of media on their children's development from the habit of playing with smartphones. Negative effects that may arise include difficulty in socializing, slow motor development, and significant behavioral changes.

In response to this issue, 2D animation can be an effective medium in reintroducing the Semarang dance to children. Animation media is considered one of the effective ways to convey information or messages as it is easily accepted by society. Animation has the advantage of delivering messages visually and attractively. Therefore, it is necessary to design an interesting and iconic Semarang dance character that is easy to remember and recognizable. The approach used in this design involves qualitative methods such as observation, interviews, questionnaires, and literature studies. Through animation media, it is hoped that children will be interested in getting to know and learn about the Semarang dance.

Keywords : *Animation, Child, Culture, Semarang Dance*