

ABSTRACT

Cinemaxx Junior is the one and only cinema for children in Indonesia. This cinema brings an exciting new concept and innovative by combining two things that kids love - watch movies and play. Cinemaxx Junior implement child-friendly design, the design is adapted by character and needs of children. This cinema has become one of the new entertainment especially for children. Then cinemaxx junior could be the best way for introduce theater to children, because the child-friendly design will make children easily adapt to this cinema. To introduce this cinema for child to people in Indonesia, then Cinemaxx Junior certainly need to open other theaters in other cities in Indonesia, especially in Bandung, West Java, which is one of the largest cities in Indonesia. The design of junior cinemaxx needs to be adjusted to the character of the childs, with the aim to know the appropriate needs for the user in this case children aged 3-12 years. So that the design will be created in accordance with the design for children, where prioritizing comfort and safety..

Keywords: *Kids, Cinema, Cinemaxx Junior, Character*