

## **ABSTRACT**

In the 2D animated film there are supporting elements that can be useful for speeding up the delivery process to the audience, one of its elements is the character. 2D animated characters have communication and emotions that can be delivered through gestures, dialogs, actions, gestures etc. Character design, supported by the needs of the story of the problem children who always play the gadget. The increasingly rapid development of gadgets makes traditional games rarely played. Therefore 2D animation characters can be an interesting media role of audience to understand messages conveyed through characters.

Keywords: 2D animation, traditional games, characters, media