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The development of behavioral patterns of deviant children, especially precocious growth, has become a phenomenon that is prevalent among today's children, due to the many negative factors children have from examples of media, especially tv and the internet. The loss of characters full of meaning and message also causes this phenomenon to occur. Therefore, a good and meaningful media is needed for the children of the example. The animation is the right media in delivering messages to children. Selection of theory and method of data analysis is very important in making this character animation. By conducting a method of collecting data quantitatively, then followed up qualitatively and limited by the psychological approach of the child becomes a reference for the designer in finding and analyzing data. The results of the analysis obtained, drawn conclusions and made the concept of animated characters. So from the concept created a style of animation character that is good and it is expected that the message given by the designer through the work can be well received so that the child can imitate something good.

Keywords: Character Animation, Behavior, Mixed Method, Child Psychology