ABSTRACT

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Various human actions that can threaten the existence of endemic wildlife populations in Indonesia are increasing significantly. This causes a decrease in the population of these endemic animals, and if the rate of decline is stable it will lead to extinction for these animals. Many examples of endemic animal species of Indonesia that have become extinct and threatened with extinction, for example the sumatran tiger. Sumatran tigers became favorite hunting target due to the black market's high demand for organs and body parts, for traditional medicines and souvenirs. Not only because of illegal hunting acts that play a role in decreasing Sumatran tiger populations in the wild, but also because of conflicts between local people, with Sumatran tigers itself. Conflict occurs as a result of human attacks by Sumatran tigers, as well as events where Sumatran tigers enter residential areas to find food. With the decreasing population of Sumatran tigers every year is quite significant. The world natural resources conservation agency, the International Union for Conservation of Nature and Natural Resources or IUCN, has designated Sumatran tigers as critically endangered animals. To attract the interest of the younger generation, as the target audience for the problem of the Sumatran tiger, by using 2D animation media. The character design of the sumatran tiger in animation will use depiction that can highlight the physical characteristics of the sumatran tiger. The design method used includes the stages of data collection through literature studies, interviews, observations, and audio visual. Through the data obtained from the data collection process, information can be collected on the physical characteristics and way of life of Sumatran tigers in the wild.

Keywords: Sumatran Tiger, Physical Characteristic, Population Decrease, Character Design, 2D Animation