

## ABSTRACT

*Coffee drinking habits were adopted by Indonesian people since coffee beans were brought by the Dutch. This habit continues to this day and has become part of the lifestyle. These days, there are lots of modern coffee factories and cafes with various kinds of coffee and processed flavors. Animation is a medium that is used in a variety of needs, one of it is to deliver messages. “The Taste of Legendary Coffee” is a short animation that talked about the legendary famous Kopi Aroma factory in Bandung precisely on Banceuy street because it is still operating today since 1930. In designing “The Taste of Legendary Coffee” short animations, concept art is needed as a foundation in design because it is an effective element in conveying messages and information to the audience. This design uses qualitative methods with interpretative descriptions of the data obtained from observations, literature studies and interviews. The result of this designs are character design, environment and property in order to convey messages and information to the audience about Kopi Aroma factory.*

*Keywords: Short animations, concept art, characters, environment, property, short animations, art deco, coffee, coffee factory, Pabrik Kopi Aroma, Banceuy.*