

ABSTRACT

M. Dzaki Dhiya' Ulhaq. 2020. *Designing 2D Animation Character Adaptation Of The Solomon's Belt Fairy Tale By MB. Rahimsyah AR For Kids. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.*

Indonesia has various cultural richness and one of them is fairy tale. One of the famous fairy tales among Indonesian people is the fairy tale of Si Kancil and the forest dwellers. But in the present day, with the rapid development of technology then began to appear animation that raises fairy tales or stories from abroad or foreigners. This led to the community especially the children attracted to the animation. So feared animation from this outside can shift the fairy tales of Indonesia. For this reason, I will design 2D animated characters that adapt the story of Si Kancil entitled The Solomon's Belt. Characters are considered to be one of the factors that make an animated audience interested. Character research will be done by qualitative methods of animals in The Solomon's Belt fairy tale and the influence of fairy tales on children (4-6 years). The results of the study say that fairy tales have a considerable impact on children's development. Fairy tale is very influential on the development of children's emotional, behavioral, and thoughts. In the fairy tales of The Solomon's Belt there are three characters. The characters consist of mouse deer (kancil), tiger, and python. The three animals are endemic to the island of Java and have their respective characteristics.

Keywords: fairy tale, character design, 2D animation