ABSTRACT

Syifa Nurrahima. 2020. *Designing Concept Art "The Little Witches Parahyangan" To Introduce Myth Figures in Java. Thesis. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.*

The making of the concept art "The Little Witches Parahyangan" is one of the efforts to introduce Indonesian culture to the younger generation who do not know the existence of the myths that exist in Indonesia. The importance of maintaining cultural preservation as one of the national identity, but the younger generation who is one of the nation's successors is less interested in their own culture because of the influence of foreign cultures. Therefore, interesting methods such as mixing the two cultures are needed to introduce myths in Indonesia by taking several mythical figures in Java such as Nyi Roro Kidul, Dewi Sri and Banaspati. By focusing the targeted audience to the younger generation, the design will then be focused on making the concept art of character and environment about mythical figures in Java, namely Nyi Roro Kidul, Dewi Sri and Banaspati. The study uses a qualitative approach with the case study method and data collection from literature studies, observations, and interviews. The results of the research will produce a design in the form of character and environment concept art with a witch's adventure story that will introduce each one of these characters, then the design results will be displayed with artbook media that can be made into another media in the future.

Keywords: Concept art, Character, Environment, Young Generation, Myth, Culture, Nyi Roro Kidul, Dewi Sri, Banaspati, Java, Artbook.