

## ***ABSTRACT***

Jasmin, M. N. (2021). PERANCANGAN KARAKTER UNTUK FILM ANIMASI PENDEK 2D “MENJAGA RINJANI”. Tugas Akhir. Prodi Desain Komunikasi Visual, Fakultas Industri Kreatif. Universitas Telkom.

*“Menjaga Rinjani” is a 2D animation that raises a phenomenon of drought disasters that occur in Central Lombok. By showing characters from Lombok, the character is optimized in this animation to be able to display the culture of the people in Lombok. In order to know the culture of lombok people, research is needed. The data collection method used is by Literature Study, Observation, and interview. Then the data is analyzed using qualitative methods. The character design for the 2D short animation "Menjaga Rinjani" was created based on a story script built in reference to the phenomena data that has been collected. The result of this design is the character design of Nova, Lalu, Inak, Tunas, and Monster Pohon that suits the needs of the 2D animated script "Menjaga Rinjani".*

***Keywords:*** Lombok Island, Drought, 2D Animation, Animated Character Design