

ABSTRACT

Kevin Wisnu Wicaksono Nugroho. 2021. The Old Man Bhisma 2D Animation Character Design as a Means for Introducing Mahabharata Puppet Characters to the Young Generation. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.

Indonesia is a country that has cultural diversity. One of the famous Indonesian cultures and has even been recognized by UNESCO is wayang. Wayang is another word for shadow art, which in other words refers to a type of shadow puppet. Wayang usually presents famous stories from the Mahabharata and also the Ramayana. However, unfortunately the story of wayang and its characters is starting to become less attractive and less recognized by the younger generation. The names of the puppet characters that still tend to be known are Gatot Kaca, and Arjuna. While other names in the story of the Mahabharata, are still not recognized, especially the name of the ancestors of the Pandavas who were the cause of the Bharatayudha war. Therefore, the author makes a media for designing 2D animated characters by raising the theme of wayang along with important characters who are still unknown, such as Bhisma, one of them. The author also conducted research with mixed methods, namely researching by means of indirect observations, interviews, and also questionnaires to examine this phenomenon and to determine the visual tastes of today's young people, to become a reference in designing 2-dimensional animated characters.

Keywords: Shadow Puppet, Young Generation, Character, 2D Animation.