

## **ABSTRACT**

*In West Java, it is known that there is no development in the field of culture due to the younger generation who are less concerned about the surrounding culture. This is believed to be due to the lack of cultural recognition media from an early age. It would be a shame if an area lost its original culture over time. Therefore we need the right media to introduce culture to children, namely animation. This animation will then have a West Java theme containing an introduction to West Javanese cultures such as Jaipong dance, Sundanese kebaya, Suhunan Jolopong house. So that the atmosphere of West Java culture can be felt in animation, it is also necessary to design characters that describe the characteristics of West Java, both physically and in clothes. For this reason, it is necessary to collect data by studying literature from online books and journals, physical observation and clothing of West Javanese people in the village and also interviewing jaipong dancers so that data needs can be met. The design of this character design will use a cartoonist style to suit the target audience, namely children, using references from similar animation works. The data on character needs such as physical characteristics and clothing of the West Javanese people that have been collected are then applied to the characters in the animation to match the background of the story from the animation.*

*Key Word : Animation, Character Design, Jaipong Dance, Kids, Suhunan Jolopong, Sundanese Kebaya, West Javanese Culture*