

ABSTRACT

Students who are still in their teens are the time when individuals looking for identity. At this age it is very important to know yourself, by knowing your abilities and values, you will find it easier to love yourself and avoid mental illness. But this is a difficult thing often the achievement of others become a benchmark for self comparison, which is actually not an appropriate benchmark. People who tend not to love themselves often judge themselves as useless humans and always compare themselves with others, this makes it difficult for themselves to grow in a better direction. students to love themselves more.

In this design, the author focuses on creating 2d animation design characters for students who don't love themselves to foster mental health awareness in students to love themselves more with artbook output. The author employed a qualitative design process to create the work, which included performing observations, literature reviews, and interviews. Observation This method is done by observing the object to be studied, namely students aged 18-24 years. Based on the results of processing data collected through observation, interviews and analysis of similar works, the author as a character designer will design animated characters with a semi-realist cartoonist style. By raising a story about a student who is looking for his identity until he recognizes himself so that he can love himself to the fullest. From the data that has been obtained, there are 2 characters to be created, one from West Java and the other from Java. In designing this character, the author adjusts the background of the character's story and design elements on the character to the city where the character was born and grew up.

Keywords: 2d Animation, Character Design, Mental Health, Self-love