

## ABSTRACT

*The Baduy tribe is one of the tribes in Indonesia that closes itself off from the outside world. Ethnic groups from this society have a belief in taboos to be documented. Especially the residents of the inner Baduy region. The Baduy tribe has a main teaching, namely protecting nature and preserving it, that is the local wisdom of the Baduy tribe. Therefore the Baduy people live side by side with nature in harmony, the purpose of this study is to find out the atmosphere and architecture of the Baduy tribe and introduce it to Indonesian youth so that they are more motivated to study and preserve the culture of the Baduy tribe, the author will design concept art environment of the Baduy tribe in an effort to introduce the natural beauty and local wisdom of the Baduy tribe. And in the design, the visual concept chosen is a semi-realist style so that the audience can better feel the situation there. In designing, it takes observation data about the Baduy tribe and is supported by interview data to find out more about the Baduy tribe, the research method used is descriptive qualitative. The data was collected by observing, interviewing and studying literature/literature. The results of the design are illustrations, assets and properties, sketches are then collected in artbook media, so that the concept art environment of the Baduy tribe can attract the attention of the audience, especially teenagers. This research will focus on designing the environment of the Baduy tribe to introduce that the natural charm that is preserved will look very beautiful and peaceful.*

**Keywords** : *Concept Art, local wisdom, Baduy tribe, 2D Animation, Enchantment of Nature*