

ABSTRACT

There is still a lack of public awareness of the streets animals that are homeless like stray cat who needs food and shelter to make them not trusting humans, instead disturb humans and considered as pests, that why caring for stray cats is very important but sometimes it is considered trivial by the public. This final project in the form of concept art character focused on the character design of several characters in story titled “Candramwa” to convey messages through the characters themselves. The method used is qualitative with data analysis techniques of observation, literature study, and interviews. Use theoretical basis on concept art, character design, characterizations, colors, and anthropomorphism. As well as object theory which is a wild domestic cat. This concept art character makes a character design that tells the story of a humanoid cat who experiences crisis due to the scarcity of food and decent places to live, so they must survive from horrible creatures. Expectations from the results of this concept art character are that people are increasingly aware of the concern for stray cats and can live side by side in harmony. Based on data analysis and the result of character design, it can be concluded that this concept can attract the target audience and convey messages about caring for stray cats properly.

Keywords: caring for animals, concept art, character design, street animals.