

**DESIGNING CONCEPT ART CHARACTER OF BLACK-NAPED
ORIOLE AS A MEDIUM FOR THE INTRODUCTION OF
CENTRAL JAVA PROVINCE ANIMAL MASCOT FOR
TEENAGERS**

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ABSTRACT

Black-Naped Oriole is known as a beautiful and graceful bird, many bird collectors are interested in owning it. However, the population continues to decreased due to poaching and now the Black-Naped Oriole population is becoming rare. This is very sad considering that this bird is the identity animal of Central Java Province. Apart from that, the Black-Naped Oriole population must be preserved to maintain the existing natural ecosystem. In an effort to preserve the Black-Naped Oriole, it is necessary to introduce the Black-Naped Oriole to the society first. One of the media is through concept art. The design of concept art, especially the characters that are designed in such a way that they can reflect the special characteristics of the Black-Naped Oriole, contains elements of the philosophical values of the people of Central Java but still looks attractive to teenagers. This design is made with digital techniques. The research method used is literature study, observation, and questionnaires. In this design, data analysis techniques are needed in the form of a qualitative approach. This design will produce concept art that focuses on characterization which will later be compiled into an artbook.

Keyword : Black-Naped Oriole, Concept Art, Mascot, Teenagers