

ABSTRACT

Compared to sweet drinks that are currently popular due to large-scale promotions, sales and branding, typical Indonesian drinks such as traditional jamu seem to be increasingly being forgotten by the public. According to Diki (2021) in his journal, today's society prefers to drink and eat unhealthy drinks and instant food compared to drinking herbal medicine (Ministry of Home Affairs, 2009). It is this phenomenon that underlies the design of the character concept art with the character mbok jamu with a qualitative research method that uses literature review, observation, and interviews as data collection methods.

The results of this design show that the concept art of the 2D mbok jamu character can be one of the educational media about traditional herbal medicine for Sukapura youth.

Keywords: Concept art, Jamu, Mbok jamu, Teenager, Traditional culinary