

Abstract

Plastic waste dumped into the sea has an impact on marine animals which often results in the death of populations or damage to marine ecosystems. This happens often because many marine animals are unable to distinguish between their food and plastic waste, so they cannot avoid consuming plastic waste. The bad impact of plastic waste pollution dumped into the sea on marine animals is an important matter that needs to be educated to the public, especially to children. One of the media for disseminating information that is currently popular with children is animation media. Therefore, the author designed a character design for an animation which later aims to educate children about the bad effects of plastic waste pollution on marine animals by using theories about character design and also the impact of plastic waste on marine animals and also assisted by a collection of data on plastic waste and marine animals affected by plastic waste with data collection methods of interviews, questionnaires, literature studies, similar works, and also visual (indirect) observation. The results of the design from the theory and also the existing data are six character designs consisting of Banyu, Rima, Pecil, Kakek Tua, Pak Rodik, and Ornamental fish. Keywords: Plastic waste, marine animals, character designs.