

ABSTRACT

Protected forest are ecosystems that play an important role due to the diversity of flora and faunas that called the forest home. One of those proctected forest is the Taman Hutan Raya Ir. H. Djuanda Bandung. This protected forest that is also known as “TAHURA”, has a rich variety of flora and fauna that can serve as inspiration in the process of character design. The unique characteristics of the diverse biodiversity in TAHURA provide creative ideas for creating interesting characters. Examples include the *Amorpophallus Titanum*, or giant corpse flower, which can grow tall when in bloom. And then there’s a deer species with large bodies and antlers, which are often seen sitting still can be the inspiration for the creation of a calm and wise characters. However, in the character design process, conservation principles must be considered to maintain the biodiversity in TAHURA Ir. H. Djuanda Bandung. Therefore, qualitative data collection processes are required to obtain the data that is suitable for design needs. The successful character designs created can be used as visual assets for video games and serves asa medium for raising public awareness about the importance of conservation and protection of nature in TAHURA Ir. H. Djuanda Bandung.

Keywords: Taman Hutan Raya, Flora, Fauna, Character Design.