

ABSTRACT

Hermawan. 2022. *Character Design Design for 2D Animated Film about Sumatran Rhinoceros. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.*

The island of Sumatra is the only natural habitat for the Sumatran rhino. The Sumatran rhinoceros is an animal called Critically Endangered Animal, which means critically endangered animal. The rhinos are threatened with extinction due to the instability of their forest and habitat due to the expansion of areas that are most likely illegally developed to expand oil palm lands. Losing some of the forest and decreasing the number of offspring poses a threat to the Sumatran rhino, and poaching in particular. Poaching is one of the most serious threats to the Sumatran rhino. The hunt for liars leads to the illegal sale of rhino parts for huge profits. For this reason, it is necessary to have media that is attractive to teenagers. One of them is to create a 2D character that will tell you that the Sumatran rhinoceros is a rare animal that must be protected as learning material. The method used is the method of collecting data through interviews, observation, literature study, and questionnaires. Analysis of similar works is also important and serves as a benchmark for designing 2D character designs.

Keywords: 2D Animation, Animal Extinction, Character, Sumatran Rhinoceros.