

ABSTRACT

Sarung Majalaya is one of Majalaya's most prized product that became a trend in Indonesia, but these cultural products are now rarely seen in markets and as a result, teenagers have no knowledge about Sarung Majalaya due to the lack of information on the product. Due to those reasons, a character design is needed as a media to convey information regarding this cultural product in the shape of a 2D animation. The main characters in this animation named "Maya & Jalu: Sarung Ajaib" are teenagers from Majalaya which have the physical characteristics of that a Sundanese person. This research uses the qualitative case study research method and data are collected by literature study, observation, and interviews. The data collected will then be used as reference in designing the characters in accordance with the story that has been made. The outcome of this design are 4 characters named Maya, Jalu, Camat and Pak Dadang.

Keywords: 2D Animation, Character Design, Majalaya teenagers, Sarung Majalaya