ABSTRACT

The animation industry is one of the creative industry subsectors that has developed in recent years in Indonesia. This is marked by the emergence of many animation studios over the past decade. However, many entry-level creative talents still face challenges in pursuing careers in the animation industry. One influencing factor is the confusion in finding specific information sources in the animation industry. Another factor is the lack of clarity regarding follow-up processes in selection and recruitment conducted by the studios. This research aims to facilitate prospective animation workers to directly connect with the animation industry through a digital platform. The methodology used in this research employs a qualitative method with a user-centered design approach. Data validity testing uses data triangulation, which consists of literature studies, interviews, and questionnaires. This research is expected to benefit job seekers aspiring to work in the Indonesian animation industry by providing centralized and regularly updated information. It is also expected to benefit studios by providing a database of information related to creative resources.

Keywords: Animation Industry, Animation Workers, Digital Media