

ABSTRACT

Stunting is a growth failure in children, where their height is significantly below the standard for their age. This condition is frequently linked to insufficient care during the critical 1,000 Days of First Life, spanning from gestation to the child's second birthday. This vital period is essential for setting the foundation of the child's health and life quality. Nutritional deficiencies during this time can severely restrict their physical and cognitive development, hindering their ability to reach full potential. Based on the aforementioned statements, the author concludes that there is a need for media that highlights the phenomenon of stunting in Indonesia, particularly to raise awareness among the Kiaracondong community through 2D animation. This is because many people, especially pregnant women, breastfeeding mothers, and older parents, still lack sufficient education about stunting. In designing this 2D animation, the author will serve as the Background Artist during the pre-production stage. The author will depict the Kiaracondong environment, which is one of the subdistricts with the highest stunting rates in Bandung City. The author will also illustrate the Bandung City environment to show that the setting is in Bandung City. Designing the Background is crucial in supporting the characters and the story conveyed in the 2D animation aimed at the Kiaracondong community, to educate them about stunting and increase their awareness of the condition.

Keywords: *2D animation, background, futuristic, modern, stunting, Kiaracondong*