

ABSTRACT

As a result of the rapid development of globalization today, the cultures in Indonesia are starting to be unknown among teenagers. Where we know the culture in Indonesia itself is quite diverse, one of which is traditional dance. Traditional dance in Indonesia itself is located in various provinces with their own characteristics, for example Gandrung dance. There are three Gandrung dances in Indonesia, namely Banyuwangi, Bali, and Lombok. However, the Lombok Gandrung dance is currently rarely known by teenagers due to the lack of media literacy about the dance, especially in the clothing and properties used.

From this phenomenon, the author wants to introduce the Lombok Gandrung dance in the form of character design visualization for the animation "The Art of Gandrung Lombok" which focuses on the introduction of clothing and properties used by the Lombok Gandrung dancers. Previously, in collecting data, the author used a combination method (Mix Method), in the qualitative method the author sought data through observation, literature study, interviews, document study, then for quantitative using a questionnaire as proof of the topic taken and asking the style preferred by the target audience. The target audience in this research is teenagers aged 15-22 years who are divided into primary (Lombok) and secondary (Bandung) targets.

From the results of the research obtained that the clothes and properties of Gandrung Lombok dance today more often use modern ones. The results of these results the author poured into the design of character designs that were designed in such a way and given an explanation related to the parts of clothing and property worn.

Keywords: Culture, Character Design, Lombok Gandrung Dance, Teenagers