

ABSTRACT

Stunting is a major problem for children in Indonesia today. Stunting is caused by prolonged lack of nutritional intake and repeated infections, leading to below average height. The city of Bandung, with a majority Sundanese population, is one of the main focal points in efforts to address stunting in Indonesia. However, adolescents' views of stunting as a normal condition and hereditary factor hinder the effectiveness of prevention programs. Therefore, effective information media, such as 2D animation, is needed to introduce the problem of stunting to teenagers. 2D animation was chosen because it can serve as a means of entertainment and information, and can change the way teenagers think about the importance of stunting prevention. The design process of this animation character was carried out by collecting data on the facial characteristics of Sundanese people through observation, literature review, and interviews with nutritionists, resulting in a character that is representative and relevant to the target audience.

Keywords: 2D Animation, Character Design, Information, Stunting