

## **ABSTRACT**

Wayang Serok is a performing art originating from Baros Village. Created by Adang Sutandar, Wayang Serok features characteristics similar to Wayang Golek, but is made from household waste. Each Wayang character has a unique shape and is moved in sync with the music according to the story being presented, serving as a medium for conveying the values of the Baros community. However, the limited information available about Wayang Serok has resulted in its lower recognition compared to Wayang Kulit or Wayang Golek, which have their own animations on YouTube. The creation of a 2D animation trailer for Wayang Serok is aimed at introducing and providing information about Wayang Serok to the younger generation, particularly teenagers, who are less familiar with it. In animation, character design is a crucial element that enhances the story's appeal. The research methods used include physical observation of Wayang Serok, interviews with experts, distribution of questionnaires to the target audience, and digital literacy. The collected data were analyzed visually using character design theory in 2D animation, resulting in character designs that effectively convey the story's message.

**Keywords:** introduction, 2D animation, YouTube, character design, Wayang Serok.