

ABSTRACT

CHARACTER DESIGN FOR AN ANIMATED MUSIC VIDEO FOR THE SONG “AURA SUMRINGAH” BY THE BAND FROM SUKABUMI

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Aura Sumringah is a band from Sukabumi City formed on July 10, 2022, a band with the genre of contemporary dangdut moral orchestra consisting of, Ayman Fawaz, Iwan, Agung Darisman, Ihsan Doyok, and Sam. The music development in Sukabumi City in post-Covid-19 increased drastically, many new bands appeared with a variety of genres one of which is Aura Sumringah. Video music is one of the most common marketing media used by a band to promote a song, but in Sukabumi City it is rare for bands to use it as a medium for the promotion of a song. The aim of the character design research for this animated video clip is to produce an attractive character design for the animated clip video on the song "Aura Sumringah" so that it can increase the appeal and number of audiences of the Aura sumringah band. The research is qualitative by observing directly on the Aura Sumringah band, interviews, and also conducting questionnaires, both against the music industry and listeners.

Keywords: *Aura Sumringah, Character Design, Video Clip*