

ABSTRACT

DESIGNING CHARACTERS FOR 2D ANIMATION AS A MEASURE TO PREVENT HEMODIALYSIS IN PEOPLE AGED 10-24 YEARS

By: Muhammad Arsyam Suhentri

Hemodialysis or dialysis is a procedure that aims to replace the function of the kidneys in the body, which is to filter the blood of waste, toxins, and metabolic waste. In Indonesia, many young people have to undergo this procedure due to several factors, such as unhealthy lifestyles, lack of awareness of the importance of maintaining kidney health, and limited access to adequate health services. To raise awareness among young people in Indonesia, an engaging media, such as an animated video, is needed. In addition, this animation must also have characters that have emotional depth and relevance in the story. This became the basis of designing an animated character design for hemodialysis prevention with a qualitative approach. The results showed that animation needs an interesting character design in terms of shape, color, lines, characteristics, emotions, and relevance in the narrative. This research shows that well-designed animated characters can be an effective medium in conveying information about health, especially to prevent hemodialysis among young people.

Keywords: Young people, 2D Animation, Blood dialysis, Character design, Hemodialysis