

ABSTRACT

Az-Zahra, Amanda Dea 2018. *Character Design for Animation Movie Yongki about Sumatran Elephants in Threat of Extinction in Lampung. Final Project. Visual Communication Design. Faculty of Creative Industries Telkom University.*

Wild hunting, habitat exploitation and conflicts with humans are the cause of the death of Sumatran elephants. Elephant tusk has taken for the benefit of humans, and habitat exploitation making elephants enter the human area, causing conflict. In fact, Sumatran elephants became one of the endangered and protected animals in Indonesia. Therefore, it takes the media to tell and invite people about important protecting and loving the Sumatran elephants, especially in children aged 6-12 years. An effective media for that is a 2D short animated film. In the making of short animated films, the character is an important element to deliver the content and message in the story to the audience. The design method used is data collection such as interviews, observations, questionnaires and literature studies, then data analysis by the qualitative method with the developmental psychology of children approach as a reference for the target audience, and by using animation, character design, and anthropomorphism theory to support design characters according to the target audience.

Keywords: Sumatran Elephants, Character Design, 2D Animation, Children.