

ABSTRACT

The city of Samarinda has many kinds of endemic animals that are characteristic of the city of Samarinda, endemic animals are also living things that live in the nature that we live in which is one of the natural resources that must be preserved. Quoted on the coil.com website produced by Berita Update, December 22, 2020, this endemic animal that occupies Indonesia is a characteristic, but some of these endemic animals have an endangered status, especially the endemic animal in Samarinda City, namely Pesut Mahakam. Some of the endemic animals in Samarinda that have a declining population status are the macan dahan and the Bornean orangutan, the three animals are marked on the red list by the IUCN as critically endangered and endangered. Therefore, to prevent extinction and also decrease the population of endemic animals in Samarinda, one way of conservation can be done by providing general knowledge of endemic animals to the community, such as through game character design media that raises the theme of endemic animals of Samarinda into humanoid/gijinka forms. However, in this increasingly advanced digital era, teenagers are less aware of endemic animals in Indonesia, especially endemic animals in Samarinda. This can lead to a lack of attention and general knowledge of people about endemic animals in Samarinda. And there is still a lack of game character designs that carry the theme of the endemic gijinka animal and there is still a lack of information media that is conveyed about endemic animals, whether it starts from educational media, or games in Samarinda. The media that will be used is the game through the design of game character designs. The method used is a mixed method in the approach of interviews, questionnaire surveys, literature studies, and observations to strengthen the design data of the work. The design of game character designs begins with sketching character exploration designs such as determining character traits or archetypes, drawing styles, body proportions including anatomy, shape, silhouette, expression, pose, turnaround, character scale, color, and character attributes or costumes. The design of this final project is expected to provide knowledge and introduce Samarinda's endemic animal entities that are already threatened with extinction, namely the Mahakam Pesut, Orang Utan, and macan dahan.

Keywords: Samarinda city, endemic animal, gijinka, juvenile, game, character design