

ABSTRACT

Gultom, Surya Indra. 2022. Storyboard Design in 2D Animation of Public Transportation of Becak Vespa. Visual Communication Design Study Program. School of Creative Industries. Telkom University. Bandung

There is the most interesting thing in the city of Padang Sidempuan, North Sumatra. In this city, becak motor are still used as a popular means of transportation for local residents. But it's not an ordinary becak motor, the towing motorcycle uses an old-school Vespa. Starting from the Vespa Sprint, Vespa Super, to the Vespa PX were chosen to be the towing motors. There is a cabin that is connected to the Vespa as a passenger. The shape of the cabin is also unique with a car stop lamp. On the back. The cabin can accommodate up to two passengers, but usually the cabin can only accommodate one person along with the passenger's luggage.

Becak vespa are already attached and become a characteristic for the residents of Padang Sidempuan City. As one of the cultural heritages, this becak vespa must be maintained and cared for. But from the questionnaires distributed, many people don't know about this becak vespa, let alone people from outside the city of Padang Sidempuan. Therefore, the author tries to raise this issue so that the Vespa rickshaw can be known as an icon of the City of Padang Sidempuan and can continue to carry on this cultural heritage.

The design was obtained from observations, interviews, questionnaires, and also the author's experience as a person born and raised in the city of Padang Sidempuan. Starting from archiving, collecting, and sorting data from relevant sources to creating storyboards in 2d animation. This design tries to introduce Vespa rickshaw public transportation in Padang Sidempuan City to people outside Padangsidempuan City. From this design, the author also wants this design as a source of reference and practical examples of the problems raised.

Keywords: Becak, Padang Sidempuan, Storyboard, Vespa