

## **ABSTRACT**

The lack of the Javan Hawk-Eagle population makes one of these endemic animals in danger. Hunting and trade wild animals, habitat loss, and fragmentation are the causes of this bird of prey being included in the critical category. The introduction of the Javan Hawk-Eagle to the public especially teenagers with media such as games has not yet been found. The lack of knowledge and information about these endemic animals is also one of the causes of population decline.

The Media information that used to design the Java Hawk-Eagle character is qualitative research methods. The design process collecting the data from literature study. The theory that used for information and design materials is anatomy, character design, color theory, games, theory of drawing animals, and endemic animals. The final result is character design based on Javan Hawk-Eagle, hunters, and Javan Hawk-Eagle tamer. Cause of information media that are liked by teenagers it can increase the curiosity and make them want to know more also learn about the Javanese Eagle.

Keyword: Javan Hawk-Eagle, Character Design, Game, Endemic Animals