

ABSTRACT

The design of the background for the 2D animation “Maya and Jalu: The Magic Sarong” is based on the phenomenon of the Majalaya woven sarong which is unknown to teenagers. The purpose of this design is to understand the Majalaya environment and the Majalaya woven sarong factory which used as references for background design and to design the background as an information medium in the form of 2D animation. The research method used is qualitative method and used literature studies, observation, interviews and visual analysis as data collection and analysis methods. All data that has been collected are then used as a reference in designing the background according to the script. The results of research showed that in the Majalaya neighborhood there is a grand mosque that has a punden berundak roof, a square that has a broken ATBM monument and broken glass, a market consisting of shops which has roofs covered with zinc and tarpaulin traders, residents' houses that use clay tile roofs and fences in their houses, and woven sarongs factories with the condition of the building frame using wood, dusty, and the production goods laying on the floor and piled up. The result of this design are backgrounds which consists of 7 scenes and 39 images.

Keywords: *2D animation, background, Majalaya woven sarong factories, Teenagers*