

ABSTRACT

Insects are animals that dominate the earth, almost 950,000 identified species from the insect class, all living things on earth certainly have an impact on the natural ecosystem itself, one of which is the Tipula insect or often called the Reungit Ageung, this Reungit Ageung insect lives in almost all corners of the world except in arid and dry nature like deserts , craneflies are often found in tropical habitats, one of which is Indonesia, which has humid forests. Everyday craneflies are nectar eaters on flowers, not infrequently craneflies help plants pollinate which helps preserve the surrounding plants. In this study using mix research methods with observation data collection methods, literacy studies, questionnaires and interviews, the designer carried out the stages of pre-production, production and post-production. The designer is interested in designing character designs with the final artbook result which can later be developed into motion comic media which has informative messages about the benefits of Reungit Ageung and its differences from mosquitoes which the audience hopes will be able to know about the benefits of Reungit Ageung and reduce the killing of Reungit Ageung by accident.

Keywords : Reungit Ageung, Design, Character