

## **ABSTRACT**

*Modernization makes people forget that Pamali serves as a standard of ethical behavior and only see Pamali as mystical things. This phenomenon makes the values conveyed through Pamali decrease. Because of it, people are forgetting the role of Pamali in their lives. Because of it, people are forgetting the role of Pamali in their lives.*

*The data collection used is a qualitative method. This method is carried out by collecting literature study data, interviews, and observations. The results of this design are made in the form of an animated series because animation is one of the most popular communication media for people of all ages, especially children to adolescents. In animation itself, sound is one of the elements that has an important role. Sound in multimedia media is often mentioned as a bridge between the audience's imagination and the visuals provided. This is because sound can build the atmosphere of a visual and make it seem real. But, in production of a media sound design is often deemed unimportant to the point that people rarely show interest in this field. Through a good quality of sound design, the quality of the animation design can increase by making it seem more realistic. But, in production of a media sound design is often deemed unimportant to the point that people rarely show interest in this field. Through a good quality of sound design, the quality of the animation design can increase by making it seem more realistic.*

*Keyword: Pamali, ethics, modernization, animation, sound*