

ABSTRACT

Creating 2D character concept art is based on Indonesia's polluted sea. Nusa Penida Bali is one of the most beautiful seas in Indonesia. This art concept aims to better understand the sea's environment and inspiring a sense of care the ecosystem by designing a 2D character in the media of an artbook. The method that the writer use is in the form of literature review, observation and interviews.

The result of this 2D character concept art is to convey the message of the importance of the sea's ecosystem for humans. This design is aimed at the whole community, especially for the teenagers that still underestimate dangerous effect of waste polluting the sea.

Keywords: Concept Art, 2D Character, Nusa Penida Sea, Pollution, Teenagers