

ABSTRACT

Abstract : One of the animals that is quite common to be used to meet human needs and is used commercially in Indonesia is the civet animal in processing civet coffee. The soaring interest of coffee enthusiasts in civet coffee has caused wild civets to be hunted to be used in the production of civet coffee, thereby threatening the existence of civets in their natural habitat. This research will focus on knowing and understanding the visual elements of wild civets and coffee farmers using qualitative research methods, to design 2D animated character designs. the results of this study are expected to increase the audience's insight into the process of designing 2D animated character designs and build deeper awareness regarding the topic of animal welfare.

Key Word : Civet, Indonesia, Character Design, Animal Welfare.