

## *ABSTRACT*

Peh Cun celebration is a tradition carried out by the Chinese people to honor the death of a nobleman named Qu Yuan during the Warring States Period. This celebration has been going on for more than 2300 years. The Peh Cun celebration and the festival it holds have a series of activities. Although this festival is crowded with various groups, there are still many people who do not know the origin of the Peh Cun celebration, especially among teenagers. Likewise with the media in the form of 2D animation that raises the issue of the origin of the Peh Cun celebration in Tangerang City.

These two phenomenon which then underlies the design of the art concept of the origin of the Peh Cun celebration with qualitative research methods, namely journal studies, observations and interviews.

Keywords: Concept art, History, Peh Cun, teenagers.