

ABSTRACT

The issue of microplastic pollution in Lake Poso has become a serious threat to the environment and the health of surrounding communities. Despite its severity, public awareness—particularly among teenagers—about the dangers of microplastics remains low. This study aims to design 3D animated characters that authentically represent the local culture of Poso while also functioning as educational media to raise adolescent awareness of microplastic issues. The research adopts a qualitative phenomenological approach, with data collected through observation, in-depth interviews, and literature study. The primary target audience is teenagers aged 15–18 living around Lake Poso. The character design process follows several stages: character description, visual research and reference, initial sketches, final design, and the creation of model sheets and props. The visual approach is guided by the theories of Tom Bancroft, Bryan Tillman, and Kenneth Anderson, incorporating cultural elements, local symbolic color meanings, and the social characteristics of the Poso community. The outcome of this study is a set of validated main and supporting character designs based on visual, cultural, and narrative aspects. The resulting 3D animation is expected to serve as an effective and relevant educational tool to foster ecological awareness among Poso's youth regarding the dangers of microplastic pollution.

Keywords: 3D Animation, Character Design, Lake Poso, Microplastic, Water Pollution.