

# Character Design for 2D Animation “Tiok Ampok” as Educational Media for Forest Deforestation in Lombok

## Desain Karakter Pada Animasi 2D “Tiok Ampok” Sebagai Media Edukasi Deforestasi Hutan di Lombok

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Submitted: ; Accepted: ; Published:

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### KEYWORDS

Animation,  
Character,  
Deforestation,  
Lombok

### ABSTRACT

The characters in an animation are an indispensable component of the production process. This component is responsible for conveying the narrative and the underlying message. The character design in the animation Tiok Ampok addresses one of the key environmental issues, namely forest deforestation. The narrative of the animation situates the issue of deforestation on the island of Lombok. The objective of this research project is to develop a character design concept that can serve as a reference for the creation of educational animations on the topic of deforestation in Indonesia, with a particular focus on the island of Lombok. The use of animation can facilitate a more profound comprehension of environmental issues among children. The characters in this animation have been designed with the intention of capturing children's attention through the embodiment of distinctive qualities. In this design and research process, the primary methodology employed by the author is qualitative research through a literature review and observation. In order to gather data for this study, the author conducted a review and analysis of relevant articles and journals on the topic of character design for an animated work that conveys messages related to the deforestation of forests in Lombok. The findings of this study comprise a conceptual design for character creation, including character turnaround, expressions, and gestures, which serve as a guide for the visual concept applied to the production of the animated film Tiok Ampok. The resulting animation conveys educational messages about deforestation and forest conservation in Lombok.

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APA 7th Citation:

**Please do not write anything here. It will be filled by the editorial team after the acceptance.**

Name, N. (Year). Title. Bahasa dan Seni: Jurnal Bahasa, Sastra, Seni, dan Pengajarannya,

DOI: [dx.doi.org/10.17977/umxxxxxxxxxxxxxx](https://doi.org/10.17977/umxxxxxxxxxxxxxx)

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