

Deforestation represents a significant challenge to environmental sustainability, particularly in regions characterized by high biodiversity, such as Lombok in West Nusa Tenggara. This study examines the role of animators in disseminating information about deforestation through the use of engaging fantasy artwork. The use of animation techniques allows animators to create stories that educate people about the impact of deforestation on ecosystems and local communities, as well as encourage action to achieve the Sustainable Development Goals (SDGs). The research method employed by the researchers is qualitative, with the implementation of a literature study and observation. This research demonstrates that visual arts can serve as an effective communication tool to raise awareness and encourage educational efforts for forest conservation and the prevention of deforestation in Lombok. This is evidenced by the analysis of animation works that focus on environmental themes. The results have been successfully implemented into the animation technique, which can educate the public about the adverse effects of deforestation.