

ABSTRACT

The growing demand for parking spaces in Indonesia, fueled by the rapid increase in motor vehicles, has contributed to the rise of illegal parking attendants. These individuals often offer parking services with unclear fees, rates, and permits, leading to public dissatisfaction. They are frequently seen as disturbing public order and violating social norms. This study aims to design a 3D character for a short story that portrays the social and economic factors influencing individuals to become illegal parking attendants. The research employs a qualitative descriptive method, with data and visual references collected through interviews, field observations, and literature reviews. Findings from the study highlight the significant role of the social environment in shaping this profession. In the character design process, attention must be given to key principles such as personality, shape, silhouette, and color to create characters that could effectively communicate their background, traits, and underlying motivations within the narrative.

Keywords: Animation, Character Design, Parking Attendant, Social Environment