

ABSTRACT

PERANCANGAN KARAKTER ANIMASI 3D “HARMONI BAMBU” MENGENAI ANGKLUNG PADAENG UNTUK REMAJA SMA DI KOTA BANDUNG

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Sundanese culture has many traditional arts, including music and performing arts. One of the traditional Sundanese musical arts that exists is Angklung Padaeng. In this modern era, interest in the musical art of Angklung Padaeng is still quite low among teenagers, which threatens the art of angklung extinct by slowly disappearing interest from the people in Indonesia, especially in Bandung City. To preserve and increase interest in the art of Angklung Padaeng, especially among teenagers, it is necessary to have the appropriate media to invite people among teenagers to be more interested in the art of Angklung Padaeng. This research was conducted with the aim of understanding how to design a 3D animated character model as an educational media to preserve and increase interest in the art of Angklung Padaeng for teenagers in Bandung City. For this research, the author used a mixed method approach. Data collection was carried out using interview, observation, literature study, and survey techniques as a means of obtaining information about the focus of the problem. The data obtained was then processed using convergent design analysis. The results of the research data show that the use of appealing character designs of angklung group members and players, as well as diversity in appearance and wardrobe, needs to be used for the design of 3D animation character models about Angklung Padaeng for teenagers.

Keyword: character, 3D, model, animation, introduction, interest, angklung, padaeng