

ABSTRACT

In Indonesia, the agricultural sector plays a crucial role in food security and the economy. However, various challenges such as pest attacks and the lack of technology utilization threaten the productivity and sustainability of the agricultural sector. Similar problems are also experienced in Karo Regency, one of the nation's key vegetable production centers. Furthermore, the low interest among youth in agriculture has become an obstacle to workforce regeneration in this sector. The design of this storyboard aims to create an animation titled "Juma Rayat" to serve as an informational medium on the theme of pest threats and the importance of the younger generation's role in supporting agricultural sustainability. Through an engaging narrative and visual approach, this animation is expected to raise awareness among the public, particularly farmers and the youth, regarding the importance of environmentally friendly pest management and the use of modern technology. The method used for data collection is a narrative qualitative method. Data was gathered through observation, literature review, and interviews. This research has resulted in the 2D animation "Juma Rayat," which carries values and messages to increase the interest of the younger generation in agriculture and to support sustainability in the agricultural sector through the medium of animation.

Keywords: *animation, Karo regency, agriculture, youth, storyboard.*