DESIGN ANIMATION CHARACTER ON CHILDREN SERIAL TELEVISION ALANG DAN BUKU AJAIB EPISODE MALIN KUNDANG

Name : Arief Pribadi
Student Reg. Number: 3403 100 015
Department : Desain Produk Industri FTSP - ITS
Counsellor Lecturer : Rahmatsyam Lakoro S.Sn, M.T

Abstract

Kids spent hours in front of the television in which very influence their character development. Animated film is a children's program which is the most widely aired on television and lots of animation import circulating in this country, but about 84% are not suitable enough to watch for children.

The potential of cultural diversity in Indonesia is very good to be adopted for a local animation. One of them is the folklore that can be used as an advice for children to learn about local cultural values. However, realize or not, folklore is interpreted differently by children.

The purpose of this design is to design an animated character in folklore that a child is able to remember, entertaining, depicting characters and convey the messages contained in folklore submitted. In this final project, I selected one of the famous folk tales and interesting, and the tough local cultural values, namely Malin Kundang folklore.

The result of this design is in the form of character studies / characterizations stories, breaking figures, story board, trailer, and media exhibition supporters.

Keyword: Animation Character, Folklore, Malin Kundang