

ABSTRACT

Keroncong is an Indonesian music genre that resulted from the acculturation of Western and Eastern influences. It has become an integral part of Indonesian culture; however, with the changing times, the younger generation shows less interest in Keroncong music, leading to its gradual decline and eventual fading away from the awareness of Generation Z. Animation can serve as an effective medium to convey messages, and character design plays a crucial role in the creation of 2D animations to translate information into visual forms. In this design process, data on Keroncong music is collected through a combined method of qualitative and quantitative approaches, including observations, questionnaires, and literature reviews. The gathered information will then be visualized through character design, providing a reference for the creation of the 2D animation. This initiative aims to bridge the gap and revive interest in Keroncong music, especially among the younger audience, by leveraging the captivating and engaging nature of animation to communicate the cultural significance and beauty of this traditional music genre.

Keywords: *Keroncong, 2D Animation, Character Design, Generation Z*