ABSTRACT

Munadi, Hilman. 1401120120. (2016). *"Moe Anthropomorphism Character Designing on Indonesia's Archipelago Culture Themed Game". Final Project. Visual Communication Design Department. School of Creative Industries, Telkom University.*

This designing is motivated by Indonesia's traditional culture potential that until now is still promoted individually although Indonesia holds tightly its principle of "Bhinneka Tunggal Ika" *and would be better if by promoting the culture using a concept of diversity. With a chance in game industry is a big opportunity to adapt this Indonesia's traditional culture diversity into a game.* "Touken Ranbu" *is a popular game from Japan with a concept of Moe Anthropomorphism in its character design that also demand by Indonesian Society who likes Japan cultures because of its concept of adapting the Japan's katana swords. So there is a chance to adapt the personified character design with a concept of Indonesia's traditional cultures. The main purpose of this character designing is to find the suitable forms of visual designing for game with the theme of Indonesia's traditional culture diversity. Methods for this designing are using review of the literature on referential book that be related to game and its designing, observation of the previous game that is quiet popular and good as an example, and interview with game developers and culture analysts. Expected results from this designing is a game that can be enjoyed by Indonesian society and overseas with the first step as a designing art-book and game prototype.*

Keywords: Traditional culture, Diversity, Game, Character, Moe Anthropomorphism Visual Designing.