

## **ABSTRACT**

Arianti, Andini 2016. *Character Design and Its Properties for “Cockatoo Savior” Game.*

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Telkom University.

*The discovery of Cockatoo’s smuggling in Indonesia has proven that citizen of Indonesia has little to no care of the endemic wildlife’s well being. In fact, Indonesian’s wildlife is one of our assets that is supposed to be preserved. Because of that, a media to introduce the importance of wildlife preservation is needed for the citizen, especially for children. An effective media for that purpose is game. In game, character is an important component which deliver the message of the game to the player. Stereotype is often used in character design because its easy. Stereotyped characters can easily be perceived by the audience and it helps to deliver the message of the game. In this design, the methods chosen for collecting data is through literature study and interviews, while for analysis, matrix method is chosen to make comparing the data easier. The designed character is expected to deliver the message better in introducing the importance of wildlife preservation, especially cockatoo, to the audience so that they can care more about them.*

**Keyword:** *Character, Children, Cockatoo, Game, Stereotype.*