

ABSTRACT

Lestari, Marsya. 2016. 2 Dimension Character Animation About Spice to Introduce Clove and Nutmeg for 7-11 Years Old. Final Project. Visual Communication Design Departement. Faculty of Creative Industries, Telkom University.

Indonesia has a rich biodiversity because of its location in georgafis is in the tropics. A variety of biological diversity is so beneficial to human life when it can be processed properly. One of the biological product that has economic value in Indonesia is a plant for the spread of various types from Sabang until Merauke. History has noted, that the colonial era in Indonesia, starting from European searches against this precious spices to create the line. Spices are part of a certain plant that can be used as it has a flavor, color and aroma. There are so many kinds of spice plants that have a high economic value because it has many benefits. Because of the number of types of spices, many people now have less knowledge of the herbs. And with the concomitant development of technology, many spices packaged in instant form that makes it easy to use them. Both of the types and the unique shape, in fact the spices can be explored to be introduce to the community. Designing qualitative research methods through the analysis of adaptation include the study of forms, studies of literature, interviews and observations. 2 dimensional animated character is supposed to describe the difference in the characteristics of different types of spices with concepts that are more interesting. With a 2 dimensional animated character exploration themed about spice, the spice is expected to be known and put to good use for the community at large.

Keywords: *Clove, Nutmeg, 2 Dimension Animation, Character Design, Spices.*