

ABSTRACT

Adikurnia, Andrean. 2016. Designing An Animation Movie “Dewi dan Situ Bagendit” for Childrens Around 6-12 Years Old.. Thesis. Visual Communications Design Studies Program. Faculty of Creative Industries. Telkom University.

Culture is giving in a special identity to made the difference for one group with another. Culture is also important in the society especially for children’s cognitive development. In West Java which also base of the sundanese, one of important culutre is folklore. But in the meantime the development of folklore is fading, it happened because of many adults thought that folklore just a fake story, so that folklore now identic wih children, and the influx of foreign culture which changes the position of folklore in society. In this modern era, information is an easy thing, many ways which could help us to get information. One of media which can take the children attention is animation movie. The mothed of collectiong data which use to made this concept design are observation, interview, literature, and also questionnaire, The result of this animation movie about Situ Bagendit reach a conclution that designing an animation movie is a way to teach moral values which held in Situ Bagendit story to children, it also conserve the story to another generation, and hopes it can increase pople attention to telling the folklore as a way to teach the new generation and also conserved as culture legacy

Keywords:Situ Bagendit, folkslore, animation movie