

ABSTRACT

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The figure of Kabayan who was deemed as slacker by Indonesian, especially by teenagers. Even though Kabayan has personality and traits that can be an example for the youth. Therefore, there is a need for media as an approach so that people especially teenagers can be attached and relate to the figure of Kabayan itself. This 3D design is aimed to introduce the personality and the good nature of the character, Kabayan to adolescents through RPG genre game with realistic styling character. The design method used, starting with collection of data(observation, interview and literature study), then perform the data analysis(intrinsic analysis and extrinsic value analysis). From the data analysis, Kabayan's nature which will be used for the character itself will be obtained. Some of the Kabayan traits include: good, obedient, helpful and smart will be submitted and introduced within the game.

Keywords: Kabayan, 3D Character, Personality, RPG