

## *Abstract*

*In Indonesia, shark hunting is one problem that is still difficult to be prevented. High consumer demand of shark fin soup is one of the reason. In addition, lack knowledge of community on the danger to hunt shark and to be consumed are also become the causes. Therefore, there needs to give early notice to children through animation film as a media. Character is one of the most important elements in building a story. In this design, character has role as messenger to audience. The approach of anthropomorphis into hammerhead shark, will facilitate the designer to make the character speaks and has feelings like human. The designer uses cartoon character as character styling because it is preferable to children. The method used is qualitative with sociological analysis, psychological analysis, physiological analysis and by observation, interview, and literature study to obtain the design concept. This design is expected to be understood by children related to the importance to maintain natural and animal preservation. The benefit of this design is that audiences are also expected to be influenced and aware on the importance to maintain the natural preservation.*

**Keywords:** *Hammerhead Shark, Animation Character, Anthropomorphis, Cartoon Character*