

ABSTRACT

Kamilia, Annisa Sari. 2017. Background Design ini 2D Short Animation Tedhak Siten. Final Project, Major of Visual Communication Design, School of Creatives Industries. Telkom University, Bandung.

Tedhak Siten is one of Javanese culture especially in Special Region of Yogyakarta which is known as Turun Tanah ceremony of a child at the age of seven months in Javanese calendar, and eight months in the Christian calendar. In each procession has a meaning to form a human with a good personality who loves nature and culture. The lack of public understanding of the meaning behind the traditional ceremony of Tedhak Siten led to a misinterpretation of the ceremony. Therefore, it's necessary to have the right media to convey information of meaning in traditional ceremony Tedhak Siten through Short Animation 2D. Background is one of important element role in a story. In this design, background plays a role to build mood and atmosphere. Based on the concept obtained from the script, it takes a background set of places in Special Region of Yogyakarta. With the approach of cultural identity in Yogyakarta, it will facilitate the designer to show the identity of Yogyakarta. Designer used decorative as background style because decorative is considered to support ornamental elements inherent with Yogyakarta. The method used is qualitative method through the process of observation, interview, and literature studies to get the concept of design. With the existence of this design is expected to increase the knowledge of society to the identity that exist in Yogyakarta and can receive it well by society especially in Special Region of Yogyakarta.

Keyword: Tedhak Siten, Identity of Yogyakarta, Dekorative, Background Animation