

ABSTRACT

Pratiwi, Erinda Hadi. 2017. *Designing Script and Storyboard in 2D Short Animation 'Mari Ngangkot'*. *Multimedia Concentration, Visual Communication Design, School of Creative Industries, Telkom University*.

Bandung is one of the cities in West Java that has a number of relatively dense city transportation. Public transportation needs are very high, especially in Dayeuhkolot, Buah Batu's area especially Telkom University. Different areas of different origins from the students, enabling selection of urban transportation is increasing. The phenomenon of immigrant students at the Telkom University who did not know about the angkot's route, language differences, culture, and behavior, and the lack of direction from the original Bandung's peoples, make them do not receive any information. That phenomenon became an idea in the designing script and storyboards, in the end become 2D short animation entitled 'Mari Ngangkot' contained two series. With this short animation hopefully would make Telkom University's immigrant students interested in downloading Bandung's angkot route applications through slice of life, comedy's genre story. The method used is qualitative methods such as interviews, observations, questionnaires, and literature studies. After the datas collected, the datas will be compiled and analyzed before heading to design. Results of the analysis will be used as a reference form designing script and storyboard with angkot as an object. The final result of the design, is 2D short animation entitled 'Mari Ngangkot' with students's target audience aged 18-25 years, duration \pm 3 minutes, there are two series therein, and contains entertaining stories, with slice of life, comedy's genre that would make Telkom University's immigrant students interested in downloading Bandung's angkot route applications.

Keywords: Angkot, Student, Script, Storyboard