

ABSTRACT

Sundanese culture is a culture of one of the oldest ethnic groups in Indonesia. Behind the vast Sundanese culture, many have a philosophical meaning is contained and can be used as a way of life as well as being our capital in building this nation. The younger generation is one of them teenagers are the inheritors of that culture. So should we as Indonesian people understand the importance of cultural inheritance for young people as the future generation who have a duty as a preserver and guardian of tradition.

The goal of this research is to design characters for the animated series “Parahyangan” which tells values of Sundanese culture. That in turn is to reach a goal to revoke the sense of pride and ownership to the original culture of Bandung teenagers who’s already too much influenced by American and Japanese culture. Character archetype will be analyzed in detail and compact due to it being the focus of this research.

Keywords: Character, Culture, Sunda, Concept of Idea, Value, Archetype