

## **ABSTRACT**

Ardianti, Tika. 2017. The Character Design of Sony Adaptation of the Novel “Titisan Cindaku” for Children 9-12 Years. Visual Communication Design Courses. Faculty of Creative Industries. Telkom University.

Cindaku or human tiger is a myth that comes from Sumatra West. There are several novels that highlight the myth of Cindaku one of them is the novel Titisan Cindaku by Eni Setiati. The design method is Used is data collection (literature study, interview and observation) and data analysis (Structuralist analysis and intrinsic element analysis). This design using three stages of research, concept and final design. From the results the results obtained with Sony characters that have the nature of discipline, plain. Honest, kind, courteous, friendly, steadfast, unyielding, struggling with face shape typical of West Sumatra and has a proportional body shape like Iko Uwais with survival costumes and Cindaku (Sony) have the same properties and has a shape like the Sumatran Tiger with cartoon styling. Then the adaptation of the story is used more on the theme of friendship. With the main purpose of this character design is to inculcate the stories myths to children who are the heritage and culture of Indonesia Preserved.

**Keywords:** Cindaku, Character Design, Game, Myth and Novel Adaptation