

## **ABSTRACT**

Animation is a media used in a variety of needs, one of them is for message delivery. Sararea is a short animation that appoint panakawan as the figure. In the design of Sararea short animation, concept art is required as a reference in terms of visual where the visual has a cheerful impression, simple and togetherness. The making result of concept art design created the figure of panakawan which transformed into a cartoon form and changed into children because it adjusted children as target audience. Environment used is not far from Sundanese traditional culture such as traditional house and its property. The colors dominancy used are bright colors aligned analogous to produce cheerful impression, more alive and can be enjoyed visually.

Keywords: wayang panakawan, short animation, Concept art, color