

ABSTRACT

*Culture provides a special identity that distinguishes between a nation and another nation. Culture is important for the community in many ways, including the way of life that has been passed down from generation to generation to the next generation. In making of animation there are many processes, one of which is the process of making concept art. The method used in this design is observation, literature study and interview. The theory used in the design of novel adaptation concept art is adaptation theory, animation theory, concept art theory, identity and culture and color theory. The designer will design a concept art that includes character design, property and environment for the 2D animated movie adaptation of *Tenggelamnya Kapal Van Der Wijck* novel. From the results of the design of this concept art, it was concluded that the design of this concept art was to design characters, properties, environments that matched the storyline and the setting of *Tenggelamnya Kapal Van Der Wijck* novel without reducing one of the cultural elements like *Surau Nagari* building which has now become a nature reserve and it is hoped that Indonesian literary works can be more widely known by the public.*

Keywords: Character, Environment, Property, Animation, 2 Dimensions, Adaptation