

ABSTRACT

Sakai is one of Indonesian cultural tribes in the forest in Riau. These tribal frills are often negatively valued by the local community, especially in Duri City. Therefore it is necessary to have the right media to convey a positive message about the Sakai Tribe. Background is one of the elements in designing 2D Animation that builds settings or settings that are adapted to the story or in the character of animated films through concepts that have been designed, such as describing how the environment, place of residence, and atmosphere. This background design aims to create the environment of Sakai Tribe and Duri City to be used in 2D animation "Sakai", and this also aims to find out how appropriate visuals are in describing the identities of the two regions. Data collection methods used include interviews, observations, and also literature studies to obtain the design concept. In this background design is also based on theory, some of which are background theories from Mike S Fowler, foreground middleground background from Cantrell and Yates, lighting from Sulasmi Darmaprawira, angle camera from Januarius Purba, and also perspective from Mike S Fowler. With this background design, it is hoped that it can add to the public's insight regarding the identity of the Duri and Sakai Tribes and also be well received by the public, especially the target audience who are the people in Duri City.

Keyword : *Duri, Sakai, Background Animation*