

## **ABSTRACT**

Lazuardi, Aldi. 2018. *Designing Animation Characters on Motion Graphic Interactive Animation “Jelajah Teh Malabar” as Information Media for Teens Age 13-17 Years. Final Task. Visual Communication Design. School of Creative Industries. Telkom University.*

*The usual tea served as a beverage has antioxidant properties that can protect body cells from the effects of free radicals. For orthodox black tea, tea has to go through a processing process consisting of five stages of picking, lugging, grinding, sorting, and packing before serving as a beverage. One factory that uses the orthodox system is the Malabar tea plantation in Pangalengan Kabupaten Bandung. Normally the people of Bandung City to enjoy tea based on taste without knowing the properties, processing, and types of tea produced by local plantations. The phenomenon can be witnessed in cafe or restaurants that visitors with limited finance will choose a tea drink as a sweetener because the price is affordable. As for visitors with more financial usually choose coffee because obsessed by popular culture media such as film or novel titled Philosophy Coffee. Adolescents aged 13-17 have high curiosity. Therefore, to instill the awareness that tea drinks have good properties required media information about tea processing process so that teenagers appreciate each process of tea before the tea can enjoy tea and the properties contained in it. Media that designed is animation motion interactive as the media information. The design of animated characters based on the results of data from qualitative research with data collection techniques such as observation, interviews, and literature reviews that have analyzed. The designed character is a representation of officers in plantations and factories so that teenagers will feel like interacting directly.*

*Keywords: Character Design, Animation, Motion Graphic Interactive, Orthodox Black Tea Processing Process, 13-17 Years Old.*