

ABSTRACT

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The increasing use of rude word in everyday life could become a serious problem if it got heard by the children, because they tend to imitate what others are saying, especially for the elementary students who still doesn't fully understand that saying rude word is a bad thing and not a good thing to follow. Therefore, preventions are needed to reduce the use of rude word, either through oral education or other media. Animation could become one of the alternative solution to convey the message for children. In animation, animating character becomes an important component, because character movement that are suitable and appropriate make it easier for children to absorb the message and the story. In this design, theory about gestures, expressions, and twelve principles of animation were used to make the desired movement. Some data were also collected to support the design, such as observations, interviews, literature studies, and doing matrix analysis from similar works. The character movement that were designed are expected to make it easier for the audience to absorb the message of the story about rude language and instill a moral message that rude language is a bad thing and should not be followed.

Keyword: *Children, Rude, Language, Animation, Animate, Character*