

ABSTRACT

Harysaputra, Reza. 2018. *Designing Environment For Animation Film Yongki about Sumatran Elephants in Threat of Extinction in Lampung. Multimedia Concentration, Visual Communication Design Study Program, School of Creative Industry of Telkom University.*

Sumatran forest is one of the biggest forest in Indonesia as habitat and source of wealth for wild animal such as sumatran elephants. But, these forests are increasingly experiencing shrinkage due to over function for industrial plants, plantation, and minning. In fact, the forest is required for Sumatran elephants which is in threat of extinction to keep the amount of it. Beside the wild hunting and conflict with humans, the problem of habitat destruction is a factor that need to get responded seriously. This fenomena requires a media to tells and invites community on the imporntance of consciousness of forest for Sumatran elephants. One of medias that used is 2D Short Animation Film. Environment designing in this animation is one of important elements to visualization environmet in the story. The method used in this designing is qualitative through interview, questionnaire, observation, and literature studies with animation, environment elements, color, and developmental psychology of children as theoretical basis. Target audience in this animation are children aged 6-12 years old, in hope will invite them to love and protect the forest as Sumatran elephant's habitat since child.

Keywords: *Sumatran elephants, 2D Animation, Environment, Children.*