

Abstract

Semarang has a large ethnic Chinese population so you can be found the results of acculturation of the culture that was formed because the existence of ethnic Chinese has long been settled and mingled with the indigenous people of Semarang. The results of acculturation created various forms of cultural results that can be seen directly such as Lontong Cap Gomeh from the aspect of food and a variety of buildings in the Chinatown, from the building aspect. Many people do not know the results of cultural acculturation in the city of Semarang so that the right information media is needed, namely a short two-dimensional animated film and artbook. To support animation, it takes a background that plays an important role in developing the mood and atmosphere of animation, background design has one of the settings in the city of Semarang. With the introduction of landmarks and Chinatown areas with building characteristics that arise due to the influence of other cultures in Semarang, the visual identity of the city of Semarang will be seen. The designer uses elements of fantasy in the introduction of the entry of foreign cultures so that information is more easily accepted by the target audience. Design methods through observation, retail studies, and interviews to determine the design concept. The design of this background is expected to add information and knowledge to the community about the acculturation of culture in Semarang, especially the target audience, namely children.

Keyword: Lontong Cap Gomeh, Semarang City Visual Identity, Short Animation, Background Animation