

ABSTRACT

*Fahrezi, Ivan Achmad. 2019. Designing Characters in Short 2D Animation "Lovely Paws".
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Humans and animals are one of the living things that live in this world. Humans can use animals for their life needs such as consuming them, helping a job such as plowing a field and the treatment must be in accordance with their limits, etc. However, there are still many people who mistakenly treat animals for their own sake or even just being nosy. There are a lot of animal abuse incidents in Indonesia. Animal abuse can occur in various kinds of animals, one of them is found in cats. Both pet cats and wild cats are often one of the victims of animal abuse. Film Animation is one of the media that can be used to invite and educate the public, both young children, adolescents and adults not to do animal abuse. Character design with aggressive behaviour and personality because the stress level of life in Jakarta that made interesting and unique can make animated films interesting. This aggressive characteristic was examined by qualitative research methods that has been done to a psychologist. The choice of body shape, expression, body language, even how to behave can also support this. 2D animation films can be a way to educate and invite the public to stop and reduce the abusive behaviour towards animals.

Keywords: Animal Abuse, Stray Cat, Character, Aggressive, Jakarta, 2D Animation