

## **ABSTRACT**

**Muhammad Fuad Ar-Razi.** 2019. *Storyboard Design for 2D Animation Short Movie Rimung. Final Project. Visual Communication Design Department. Faculty of Creative Industry. Telkom University.*

*Indonesian is a country crossed by the equator and has tropical climate, so Indonesian be an archipelagic country that has a variety of living things. The Sumatran tiger is one of Indonesia's endemic animals which is currently endangered and only around 400 are scattered on the sumatran island and predominantly in the Aceh region, one of which is in the Ulu Masen Forest. Many factors influence decrease of Sumatran Tiger populations, there are natural selection, conflict with other animals, and conflicts with humans such as illegal hunting. This proves that is still lack of attention and community concern to environment and Indonesian's endemic animals. Therefore, the community needs to be given a message through a 2 dimensions animation media with expectations in the future people will care and attention more about environment and animals in it. In making it, many things must be considered so that the story contains messages that are easily accepted and understood. And can present the situation of the Sumatran Tiger and its nature in the Ulu Masen forest, Aceh. So that in the 2D animation Storyboard that was made, the story to be conveyed was based on the real life of Sumatran tigers combined with interesting stories. Data collection techniques carried out in the form of interviews, observation, and literature. Then the data is analyzed by the case study method. From the results of the analysis, the story concept will be obtained which is then applied in the 2D Animation Storyboard design.*

*Keyword: the Sumatran tiger, endangered, 2D animation, Storyboard design*