

ABSTRACT

Rifa Muthia (2019). Storyboard Design in 2d Animation Film as a Media for Preservation of Information and Education About the Tradition of Rempug Tarung Adu Tomato in Cikareumbi Village. Final Task. Visual Communication Design Study Program. Faculty of Creative Industry. Telkom University Bandung.

Rempug Tarung Adu Tomato is a tradition developed from the existing culture, namely Hajat Buruan. This tradition is carried out at the time of welcoming the muharam month and this is a bustling tradition of people throwing tomatoes at each other with symbols to eliminate the bad traits that exist in humans, this tradition exists because in its time the number of tomatoes has increased prices so that the lack of consumers makes abandoned and rotten tomatoes. What is used for fighting is also a tomato - a tomato that is not suitable for use. Of course, as a city of Bandung, we must know the traditions and culture in our own area. Unfortunately, many people, especially children in the city of Bandung, don't know much about this cultural tradition. Though this is a cultural tradition that is interesting to know.

Because now children are less aware of the culture in their own area. Children are now easily affected through animation and games. So from that created a 2D animation entitled Rempug Tarung Adu Tomat which the purpose is to provide education and information about this tradition and convey the messages contained in this animation especially to children - early childhood,

In this design, the designer uses the process of literature study, interviews and observations. and things that must be considered in making a storyboard are by paying attention to conception, storytelling, research, moodboard, references, cinematographic techniques and visual storytelling

