

## **ABSTRACT**

*Nathasya Denise. 2019. Character Design in Motion Comic "Telu Konco: Jagoan Grebegan" .Thesis. Visual Communication Design Study Program. Faculty of Creative Industries.Telkom University.*

*Indonesia is an archipelago that has a wealth of culture. Indonesia's wealth must be maintained and needs to be preserved by its successors. Yogyakarta is one of the cities that still maintains the traditions and values instilled by its ancestors, especially those contained in the Palace. The palace often holds court ceremonies made by the palace itself, one of which is the Grebeg Maulud ceremony. There are many things that underlie the reduced value essence of Grebeg among them is because many people do not understand and understand about the Grebeg ceremony itself. This certainly can adversely affect the sustainability of the Grebeg ceremony itself. The design of motion comic characters aims to invite the audience to get to know Indonesian culture, one of which is the Grebeg Maulud Ceremony. The design method which is carried out in stages includes data collection (literature study, interviews, and observations), then the data are analyzed using a qualitative phenomenological approach. From the results of data analysis, it was found that the general characteristics of the face shape of the Yogyakarta people, the physical characteristics and behavior of the Yogyakarta people to the expression of the enthusiasm of the people of Yogyakarta in the Grebeg Maulud ceremony which would later be used as a reference in the design of this motion comic character. So, through this motion comic, children can feel the enthusiasm of the people of Yogyakarta.*

*Keywords: Grebeg Maulud ,Children, Characters, Motion Comic*