

## ABSTRACT

**Dita Diantana.** 2019. *Character Design for Animation Film of A Tale of Ondel-ondel from Betawi Final Project. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.*

*Betawi ethnic is an ethnic that already existed for a long time in Indonesia. As with the other ethnic, the Betawi ethnic also has many artistic heritages, one of which is ondel-ondel, the art that is also known as an icon of the city of Jakarta until now. Ondel-ondel began to be known since the 16th century. In the past, ondel-ondel was an object commonly used by Betawi's people for traditional events, besides that ondel-ondel were also considered to be able to ward off evil spirits and keep the people away from disaster. Therefore, ondel-ondel are often included in the sacred ceremonies of ancient Betawi people. But over time, the function of ondel-ondel itself has changed. Now ondel-ondel is more often used as a medium of entertainment in large events in the Betawi community, and even today many Jakartans are using ondel-ondel as a busking tools. Minimum interest and lack of sympathy is one of the reason why does thid phenomenon happened. Because of that, we have to tell public how valuable the ondel-ondel art is. Therefore, an information media is needed that is able to convey the message to the public. Animation is an alternative that can be used, because through animation we can convey messages in an entertaining way through attractive visual presentations. The method used in the making of this animation is observation, interviews and collecting data from literature study. From the results of this analysis the data generated are physical and psychological characteristics of the Betawi people.*

*Keywords: Ondel-ondel, culture, Betawi, animation, character*