

ABSTRACT

Wana Wisata Jayagiri Forest is part of a Protected Forest located in Jayagiri, Lembang. The place is also one of the water resources which contribute 60 to the water needs of the Bandung basin region (Bandung City & Cimahi City) where one of the main elements that plays a role in protecting the water resources is the plants that have been there, this of course it makes the Jayagiri Forest an area that must be protected and preserved, especially plants that play an important role in this place. Departing from that, this becomes interesting to be appointed and can be a means to help introduce Jayagiri forests through visual 2D animation characters based on the majority of the plants that have been there. The design of 2D animation Characters design itself is done in step by step, that is, collecting data qualitatively with a case study approach, where the data collected through observation, qualitative interviews, literature studies & audio and visual material which will be analyzed later by drawing conclusions from what has been obtained in the field. The 2D Animation Character Design itself will take reference to Japanese animation (Shonen) visual style with the main target audience being teenage boys. From this 2D character itself is expected to be able to convey messages and values well. Keywords: Jayagiri Forest Tourism, Plants, Character Design, 2D Character Animation.

Keywords: Jayagiri Forest Tourism, Plants, Character Design, 2D Character Animation