

ABSTRACT

Musyafa Adli .2020, *Designing Character Designs About Feuds in Indonesia in the 2D Animated Short Film Titled "Perang Sarung". Final Project. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.*

Judging from the BPS census data in 2010, Indonesia actually has more than 300 ethnic groups or ethnic groups, or more precisely 1,340 ethnic groups. which is there lots of different cultures and perspectives. These differences can be beautiful diversity but still has a bad thing, which is feud. Fighting between tribes or groups due to differences in points of view and differences of opinion often occur. Feud does not only occur in adults, but also occurs in adolescents and children. One of the feuds that are often carried out by adolescents and children in Indonesia and continues to repeat until they become civilized is the war sarong. War always appears on news portals during Ramadan and is included in bad news. To minimize the feud with the media of the sarong war, a 2D animated short film was made as a medium to deliver the message. Data collected by qualitative methods through a narrative approach. The process of finding data by conducting direct observation, interviews, and literature study. The result of this research is the design of Characters and the work of 2D animated short film titled "Perang Sarung".

Keywords: Culture, Children, Character, 2D Animation