

ABSTRACT

Setiawan, Irfan Ananda. 2020. *The Design of Badama Character Concept Art from The Adoption of Traditional Indonesian Ethnic Clothing. Final Project. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.*

Videogames are interactive entertainment media that are of interest to various groups. The number of gamers in Indonesia is estimated at around 40 million people, so the opportunities for the gaming industry are huge. Character design is one of the elements that can attract player's attention within any videogames. Like the characters within the Overwatch videogame which contains 21 types of culture, the writer will create a character concept art from the adoption of traditional Indonesian ethnic clothing so that it can provide insight to the target audience. In designing this final project report, the writer uses a qualitative research methodology to obtain data using data collection methods such as observation, interviews, and literature study. The writer also uses the pipeline concept art theory as a reference for the stages of designing a concept art. The object of research will go through the stages of adopting innovation, starting from realizing its potential to the stage of adopting it into the character concept art. Later this concept will be the main reference for 3D artists in making 3D character assets. Hopefully, this character's concept art will be able to provide insight through the media that the younger generation is interested in.

Keywords: Videogame Concept art, Indonesian Traditional Clothing.