

ABSTRACT

The animation is formed with various elements, one of which is character. In character, creators can insert various kinds of information both in terms of visual, physical and from the background of the story. With the ability of characters that can carry various kinds of information, the characters will be able to carry information related to Culture, especially Yogyakarta's Traditional Weapons, to provide insight to the audience.

The design will use the paradigm and methodology of Humanities to dissect the object of research on cultural products, namely Yogyakarta's Traditional Weapons, with Qualitative Interpretative data collection methods, namely observation, interviews, and literature study. This design uses an approach to the object of research in Humanities that was put forward by Linton (1936: 402-404) on cultural characteristics, namely form, function, meaning, and symbols. The design also uses the theory of Character Design by Tony White in "How to Make Animated Films" and by 3dtotalPublishing in "Creating Stylized Characters".

Execution of research objects towards design using the method of Anthropomorphism, namely the imposition of human characteristics in animals, plants, or inanimate objects. The results of this design will produce characters that can present the cultural values of Indonesia, especially Yogyakarta with a few touches of values / characteristics of popular culture in order to match the target audience. The hope, the results of this design are able to provide insight and knowledge related to Yogyakarta traditional weapons information to adolescents by using media that is in accordance with the times.

Keywords: Animation Character Design, Yogyakarta Traditional Weapons, Anthropomorphism