

ABSTRACT

Nisa, Safira Choirun. 2020. Background Design for Animation in the Live-Action Animated Documentary Drama "Dream in a Name". Thesis. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.

Jombang Regency is a regency in the middle of East Java and is known by its Islamic nicknames. But like other regions in Java, the Regency also has several traditions that have been acculturated with the local culture. One of them is the tradition of changing the name for certain reasons as what was done by the speakers in this design. Meanwhile, as is well known, the name is the first identity carried by humans from birth and it needs a strong reason to replace it, so that the tradition of changing the name is quite unique. This unique tradition in Jombang Regency is interesting to be raised in a live-action animated film media, wherein it needs a background design to illustrate the background of the past flashbacks of the story of the sources who have carried out the name change tradition. The background will be described based on the identity of the Jombang Regency as the setting of the scene based on data obtained through qualitative research methods with an ethnographic approach and using observation, interview and literature study data collection techniques. This design is expected to preserve existing traditions to young adult target audiences.

Keywords: Jombang Regency, name changing traditions, background