

## **ABSTRACT**

Rahendra, Salsabila Yasmin Yobi. 2021. *2D Animation Character Design As An Effort To Increase Culinary MSME Shoppings During The Pandemic. Final Project. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.*

*Since the COVID-19 pandemic happened in Indonesia, there have been changes in the consumption of local culinary Micro, Small and Medium Enterprises (MSMEs). Either by downgrading customers, or establishing extra protocols that must be adhered to. In order to promote MSMEs in this sector, the socialization and promotional media created must be able to convey the messages clearly. The data collection methods used in this study were qualitative and quantitative methods. In designing 2-dimensional (2D) animated characters, the delivery of messages or promotions can be done by integrating aspects of the pandemic into the intrinsic and extrinsic elements of character design; namely clothing and accessories, as well as personality adjustments and storylines designed according to the theme. This 2D animated character design aims to direct the attention of the target audience to culinary MSMEs, and promoting the audiences to participate in supporting the culinary sector MSMEs during this pandemic.*

*Keywords: MSME, Home Business, Culinary, Pandemic, COVID-19, Animation, Design, Character.*