ABSTRACT

Jihan Aldiza, 2021. Design of 2D Animated Characters From The Folk Story Si Leungli of West Java. Final Project. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.

The folklore "Si Leungli" is rarely retold, so the existence of the story can be lost. One of the media to preserve this folklore is 2D animation. It requires characters and in order to design the characters we need to understand the characteristics and physical characteristic to visualize the design. The story "Si Leungli" is about sisterhood from West Java and centers around the youngest sister being abused by her authoritative older sisters. To collect data for the look of the sisters, the author collected data using qualitative method by interview with a cultural expert, collecting documents in forms of personal pictures of young girls of Sundanese ethnicity, and literary study. The method to design the characters is based from Stephen Silver 5 phases of character design. The result of this study will be the basis for designing the sundanese sister characters for the 2D animation story of "Si Leungli".

Key Word: Character Design, Folklore, Sisterhood, 2D Animation.