

ABSTRACT

Indonesian film industry has shown a fair rapid development in recent times. However, of the many national films that have sailed in the last decade, there are only 14 animation films that have been produced. Meanwhile, Sherina's Adventure (2000) is one of the best Indonesian films which also considered as a symbol of the national film revival. This film has so many loyal fans, even after two decades have passed the demand for a sequel to this film is still very high. The sequel of Sherina's Adventure film which might be using an advanced plot that tells the life of Sherina as an adult, will might be less suitable for children. Therefore, the designer has the idea to adapt Sherina's Adventure film into a 2D animated film format with the same storyline as the initial introduction of the animated characters and so that it can be enjoyed by children this era, thus require a character design. The method used is a qualitative method that focuses on data from observations and literature study. The theories used are theory of adaptation, animation, 2D animation, basic principles of animation, and character design as a reference in designing Sherina and Sadam 2D characters as the final design result. The design results are also presented through artbook as the main media and other supporting media such as film poster and sticker.

Keywords: 2D Animation, Adaptation, Character Design, Sherina's Adventure