

ABSTRACT

Action figures are favored by teenagers in Indonesia as well as adults. Appears Designer toys are one of the products born from culture and style due to the existence of urban society. The lack of types of toys using clay material with the concept of action figures makes one side that can be developed, while toys that use clay are only glued to a one-way articulation system (single hinge). toys made of clay using the revoltech system make a new model in this product. Pokemon GO, where this toy was popular and is still played by many ages and genders to fill the void and does not escape many communities where the characters are iconic and known to many people. The lack of Pokemon action figure type toys became my reference in developing this concept, and conducted interviews with one of the toy communities in Bandung as reference data, wanting a new model of Pokemon character elevating the Registeel character, by modifying the character model into fanart and designing the concept this is a new model by turning urban toys into action figures. This design is the manufacture of toys using clay as a prototype and resin into mass production. This action figure toy has a joint ball joint articulation system and a revoltech system, the theme used is the knockoff of the character. Pokemon being a new model is an opportunity to increase interest in action figure toys.

Keywords: *Action figure, Pokemon, System revoltech*