

## **ABSTRAK**

Pamali in ancient times was used as a rule in carrying out daily activities, usually told by word of mouth. In the pamali, most of them contain teachings about ethics and procedures for life, but there are some pamali related to mystical things and frighten the listeners by inserting some mystical creatures or so-called urban legend creatures in that place. However, in this modern era where technology and knowledge are easy to obtain, the function of pamali is currently changing and its values are no longer suitable for modern times. Research using qualitative methods states that 41.8% of adolescents rarely hear taboos around them because the way they are delivered and their values are no longer appropriate, pamali is now more suitable to be a form of traditional Indonesian culture that deserves to be preserved and passed on to the next generation so that pamali culture it is not simply lost or forgotten. Therefore the conservation effort is to create an animated medium with the aim of indirect entertainment and learning which is conveyed through various characters made with research so that children feel familiar with themselves accompanied by an introduction to urban legend creatures as well.

Keywords : Pamali, character design, cultural preservation, teenagers