

ABSTRACT

Riau and Riau Islands folklore is endangered because there are still many people who do not recognize Riau and Riau Islands folklore, books about Riau folklore are not widely sold in bookstores. The younger generation who often rely on gadgets and advanced technology for daily activities can have a bad impact on accelerating the extinction of these folklores, the author also conducted research that focused on character design for the adaptation of one of the folklores of Riau and Riau Islands, namely Lancang Kuning to be used as an asset for 2D animation production aimed at the younger generation. This research uses a qualitative method that obtains data through indirect observation, documentation, literature study, and provides questionnaires to the target audience in the form of children through the intermediary of the guardian of the target audience. The result of this design is a visual character adaptation of the Lancang Kuning folklore.

Keywords: Adaptation, Character Design, Lancang Kuning