

## **ABSTRACT**

The cultural product of the Majalaya Sarong was very popular in 1920. However, in 1970 the name Majalaya Sarong began to fade due to the entry of foreign entrepreneurs which caused entrepreneurs who were domiciled in Majalaya to lose out in capital competition. This has affected the number of products on the market which has decreased from year to year which has resulted in minimal information about the Majalaya Sarong so that the name Majalaya Sarong is no longer popular. The design of Digital Compositing as an information medium about the cultural product of the Majalaya Sarong with the output of a 2D animated film entitled "Maya and Jalu: Magic Sarong" which lasts 6 minutes was carried out based on this phenomenon. Participatory learning action qualitative methods were used to collect data by conducting literature studies, observations, and interviews. With the data obtained, the atmospheric effect is shown in the animation. The author hopes that with the animation "Maya and Jalu: The Magic Sarong" the audience will know about the Majalaya Sarong.

Keywords: Atmospheric scene, Cultural Products, Digital Compositing, Majalaya Sarong.