

## **ABSTRACT**

Pura Mangkunegaran Palace is a building that was built in 1757 in Solo, Central Java by Raden Mas Said as a result of the Salatiga Agreement. Since ancient times, Pura Mangkunegaran was made as the residence of the local Prince/Duke and is still used today with almost the same function. The difference is, besides being the residence of the rulers, now Pura Mangkunegaran is a cultural heritage building that can be visited by all ages. Even though anyone can visit it, Pura Mangkunegaran is still lacking in interest. Based on data for 2021, tourists prefer to visit the Solo Kasunanan Palace compared to the Pura Mangkunegaran which has a similar shape. Based on information about visitors who came, not many elementary school children came to Pura Mangkunegaran. Even though this generation has an important role to pass on the nation's culture to the future. Based on the previous statements, media innovation in the form of animation is needed because animation can be an optimal introducing medium for elementary school children. Therefore, animation media is used as an interesting and suitable medium for introducing Pura Mangkunegaran to elementary school children. Before creating an animation, a series of illustrations of initial concept designs are needed to convey ideas called Concept Art. In the design process, collecting data through observation, interviews, questionnaires, and literature study. Then it is processed using a qualitative analysis method with a visual historical approach where the method focuses on the condition of natural objects that have historical value and the design is descriptive. This design is expected to act as a medium to introduce Pura Mangkunegaran, especially to elementary school children aged 7-11 years, as a cultural heritage that needs to be preserved.

**Keywords:** Pura Mangkunegaran, 2D Animation, Concept Art, Character Design, Environment Design