

ABSTRACT

The issue of environmental conservation is much more important in the modern era we live in now. More or less, several countries around the world have experienced significant damage caused by uncontrollable human activities. As a result, problems caused by climate change, air, and water pollution, also ecosystem destruction. The purpose of environmental conservation is not only to maintain ecosystem balance, but also for the sustainability of humans living on earth. Some ways to address these issues include good waste management, individual awareness, and sustainable technology development. The data collection was conducted by using qualitative methods with the field observation and data collection. To convey this message, a 2D animation was created that shows the public awareness by designing characters that are in line with the theme and purpose of the character concept. By creating an awareness themed, it will hoped for the aware of human life in a healthy environment can be improved and the place can be made a suitable place to live for future generations.

Keyword: Conserving environment, Animation 2D, Design Character, Character Concept