

ABSTRACT

Abiyoso, Rahardian. 2024. *Design of a Trailer Animation Adventure of Serok.* Visual Communication Design Study Program, Faculty of Creative Industries, Telkom University, Bandung.

Baros Village is one of the top 75 tourist villages in Indonesia, located in Arjasari Subdistrict, Bandung Regency, West Java. The village has unique natural and cultural potentials, which led to its designation as a tourist village in June 2021 by the Ministry of Tourism and Creative Economy. Wayang Serok, one of the village's traditional arts, stands out among other Indonesian puppetry traditions but is at risk of disappearing. Therefore, efforts are needed to preserve this art through media. Animation for a game is proposed as a means to widely preserve Wayang Serok among the younger generation through social media. The methods used include direct field observations, interviews with resource persons, and literature studies. This final project is designed to help preserve the Wayang Serok art of Baros Arjasari and make it known to the younger generation.

Keywords: Recognize, Wayang Serok, Game Animation, and Storyboard