

ABSTRAC

Wayang Serok which originates from Baros Village, Arjasari District, Bandung Regency is a wayang show that is a development of wayang golek. The existence of wayang serok is decreasing because the interest in it is also decreasing. Making animated trailers is a solution for introducing wayang Serok through media that is close to the younger generation, especially since animation can reach a wider audience. In animation, one of the important elements is the background. The background strengthens the message to be conveyed in the animation. To create a background, data is needed related to Baros Village which is the setting of the wayang Serok story. The author collects data through observation, interviews, literature studies, then analyzes it using content and visual analysis methods as a basis for designing the background.

Keywords: *Wayang, Wayang Serok, Background, Animation*