

DAFTAR ISI

| | |
|--|-----|
| LEMBAR ORISINALITAS | i |
| LEMBAR PENGESAHAN | ii |
| KATA PENGANTAR | iii |
| ABSTRAK | v |
| ABSTRACT | vi |
| DAFTAR ISI | vii |
| DAFTAR TABEL | ix |
| DAFTAR GAMBAR | x |
| BAB I | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Identifikasi Masalah | 3 |
| 1.3 Rumusan Masalah | 3 |
| 1.4 Ruang Lingkup | 3 |
| 1.5 Tujuan Perancangan | 4 |
| 1.6 Manfaat Perancangan | 4 |
| 1.7 Metode Perancangan | 4 |
| 1.8 Kerangka Perancangan | 6 |
| 1.9 Pembabakan..... | 7 |
| BAB II | 8 |
| 2.1 Objek | 8 |
| 2.1.1 SDGs 6 (Air Bersih dan Sanitasi Layak) | 8 |
| 2.1.2 Krisis Air di NTT | 9 |
| 2.1.3 NTT | 9 |
| 2.2 Medium | 11 |
| 2.2.1 Animasi | 11 |
| 2.2.2 Desain Karakter..... | 12 |
| 2.2.3 Desain Background dan Environment | 14 |
| 2.2.4 Key Art..... | 16 |
| 2.2.5 Teori Warna | 17 |
| 2.3 Metode Penelitian..... | 23 |
| 2.3.1 Metode Kualitatif | 23 |
| 2.3.2 Pendekatan Naratif..... | 25 |

| | | |
|----------------|------------------------------------|-----|
| 2.4 | Teori Khalayak Sasar | 25 |
| 2.4.1 | Psikologi Perkembangan Anak | 25 |
| BAB III | | 26 |
| 3.1 | Data | 26 |
| 3.1.1 | Data Objek | 26 |
| 3.1.2 | Data Wawancara | 32 |
| 3.1.3 | Data Karya Sejenis | 34 |
| 3.2 | Analisis Data | 41 |
| 3.2.1 | Analisis Data Objek | 41 |
| 3.2.2 | Analisis Karya Sejenis | 46 |
| 3.3 | Hasil Analisis Data | 76 |
| 3.3.1 | Hasil Analisis Data Objek | 76 |
| 3.3.2 | Hasil Analisis Wawancara | 76 |
| 3.3.3 | Hasil Analisis Karya Sejenis | 77 |
| 3.4 | Tema Besar | 78 |
| BAB IV | | 79 |
| 4.1 | Konsep Perancangan | 79 |
| 4.1.1 | Konsep Pesan | 79 |
| 4.1.2 | Konsep Kreatif | 79 |
| 4.1.3 | Konsep Media | 80 |
| 4.1.4 | Konsep Visual | 80 |
| 4.2 | Proses dan Hasil Perancangan | 91 |
| 4.2.1 | Desain Karakter | 91 |
| 4.2.2 | Environment | 115 |
| 4.2.3 | Properti | 172 |
| BAB V | | 177 |
| 5.1 | Kesimpulan | 177 |
| 5.2 | Saran | 178 |
| DAFTAR PUSTAKA | | 179 |