

ABSTRACT

Hanifah, Anisa (2024). *Environment and Background Design for “Pulik” Animation as Education Media Maintain the Welfare of Civet Animals. Final Project, Visual Communication Design Study Program, Faculty of Creative Industries, Telkom University, Bandung.*

Based on Law Number 41 of 2014, animal welfare is all matters relating to animals' physical and mental condition according to the animal's natural behavioral standards which need to be implemented and enforced to protect animals from inappropriate treatment by anyone towards animals used by humans. Therefore, in the process of utilizing biological resources, especially animals. It is important to convey this not only to Luwak coffee business people but also to children.

2D animation was chosen because it can explain complex messages more thoroughly, besides that the nature of 2D animation itself is imaginative so that it can be understood by children easily. This environment and background design are needed to convey messages in 2D animation, the final result of which is 2D animation.

Keywords: animal welfare, children, Animation