

ABSTRACT

Civets in Indonesia are generally used to produce civet coffee. Due to the imbalance between market demand and civet coffee stock, many producers pay little attention to aspects of animal welfare in their production process, which harms civets mentally and physically. This study will focus on understanding the activities of wild civets in nature and in cages as well as the daily activities of coffee farmers on plantations that are in accordance with the narrative needs in designing a storyboard that visualizes the narrative according to the script, so that the audience can capture the message about the importance of animal welfare. This study is expected to educate children aged 6-12 years about animal welfare, so that children can be kinder to animals and think more about animal welfare in the future.

Keywords: *Welfare of Civet, Moral Education, Storyboarding*