

ABSTRACT

The increasing number of private vehicles in Indonesia, which has reached 157 million units, has directly impacted the growing demand of parking spaces. This condition has contributed to the rise of illegal parking attendants who offer parking services with rates that do not comply with official regulations. Their presence causes public concern and has a negative impact on local businesses operating near these parking areas. This research aims to design 3D animation movements that represent the factor influencing individuals to become illegal parking attendants. The research employs a qualitative method with a descriptive approach. Data were collected through observation, interviews, and literature study. The findings indicate that the typical activities of illegal parking attendants involve pulling customer's motorcycles, guiding vehicles out of parking spaces, and blowing a whistle. In the animation design progress, the application of 12 principles of animation, strong character acting, and facial expressions, which play crucial role in producing expressive character movements.

Keywords: *Illegal Parking Attendants, 3D Animation, Animation Principles, Environmental Factors.*