

ABSTRACT

The agricultural sector plays a vital role in supporting food security and the national economy, especially in Karo Regency, which has significant agricultural potential. However, a major challenge facing this sector is the lack of engaging and educational media that encourages young people to become involved in agriculture. This results in low youth participation in farming, which may hinder future sustainability and food security. The aim of this study is to create a 2D animation background titled "Juma Rayat" as an effective agricultural information medium to increase the interest and awareness of teenagers in Karo Regency toward agriculture. This research uses a qualitative method involving interviews, observation, documentation study, and data analysis through visual analysis. The results show that the cultural values of Karo agriculture can be accurately and attractively represented through the designed animation background. This can enhance youth awareness and interest in agriculture and support the sustainability of the agricultural sector in Karo Regency.

Keywords : *agriculture, animation, background, Karo Regency, youth*