

ABSTRACT

The agricultural sector in Indonesia, especially in Karo District, plays an important role in the economy and food security. Although the sector has great potential, challenges such as pest attacks, threaten agricultural yields. On the other hand, the younger generation, especially teenagers, have a strategic role in bringing innovation and technology to improve the agricultural sector, yet their engagement is still low. The lack of utilisation of engaging visual media, such as animations, in informing teenagers about the importance of their role in the agricultural sector has led to a lack of interest among teenagers to get involved in the sector. This results in their limited understanding of the challenges faced by farmers and the importance of their contribution to a sustainable agriculture sector. The purpose of this research is to apply the animate technique of frame by frame as well as the animation principle technique to the 2d animation of Juma Rayat as an information media that can increase teenagers' interest in the agricultural sector in Karo Regency. This research uses a descriptive qualitative. Data was collected through observation and document studies. The data obtained was then analysed using matrix analysis and visual analysis. The results showed that the design of Juma Rayat's 2d animate animation that raises the theme of agriculture for agricultural information media in Karo Regency, requires a deep understanding of the characteristics of the target audience, the use of interesting stories, understanding the use of animation techniques, the right expressions and gestures are very important.

Keywords: 2D Animation, Animate, Agriculture, Teenagers, Frame by Frame