

ABSTRAK

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PERANCANGAN DESAIN KARAKTER UNTUK FILM ANIMASI PENDEK DUA DIMENSI GENRE SLAPSTICK COMEDY “MANTAI GAK NYANTAI”

(XVII + 100 halaman: 78 gambar; 4 tabel; 8 lampiran)

Perubahan iklim telah menjadi urgensi yang berdampak secara global, termasuk Indonesia. Perubahan iklim yang semakin parah, ditambah dengan akumulasi sampah plastik, telah menyebabkan ancaman bagi hewan laut dan merugikan manusia di wilayah pantai. Oleh karena itu, diperlukan pendekatan visualisasi yang komunikatif dan menyenangkan sejak dini kepada anak. Perancangan proyek akhir ini bertujuan untuk menghasilkan desain karakter animasi 2D “Mantai Gak Nyantai” bergenre *slapstick comedy* sebagai representasi visual dalam memperkenalkan isu perubahan iklim dan pencemaran sampah plastik kepada anak Indonesia usia dini dalam rentang usia 5–7 tahun. Perancangan dilakukan melalui metode wawancara, penyebaran kuesioner, observasi, serta studi pustaka sebagai teknik pengumpulan data. Data tersebut dianalisis menggunakan pendekatan kuantitatif melalui teknik statistik deskriptif dan inferensial untuk data survei, serta pendekatan kualitatif melalui teknik *coding* untuk data wawancara, observasi, dan studi pustaka. Perancangan proyek ini meliputi *character exploration*, *character props design*, *model sheet*, serta *expression and pose sheet*. Proses perancangan desain karakter meliputi pembuatan karakter manusia dan burung laut yang merepresentasikan makhluk hidup yang terancam dan dirugikan oleh dampak dari perubahan iklim di kawasan Pantai Indonesia. Desain karakter dikembangkan dengan mengaplikasikan tiga *keywords* visual, yaitu *curmudgeon*, *tropical*, dan *vacant* sebagai panduan dalam membentuk konsep visual desain karakter secara keseluruhan.

Referensi: 85 (1989-2024)

Kata kunci: Perubahan Iklim, Anak Usia Dini, Representasi Visual, Komedi *Slapstick*, Desain Karakter Animasi 2D.

ABSTRACT

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CHARACTER DESIGN DEVELOPMENT FOR A TWO-DIMENSIONAL SHORT ANIMATED FILM OF SLAPSTICK COMEDY GENRE “MANTAI GAK NYANTAI”

(XVII + 100 pages: 78 figures; 4 tables; 8 appendices)

Climate change has become a global urgency, including Indonesia. The worsening climate crisis, combined with the accumulation of plastic waste, poses serious threats to marine life and negatively affects humans in coastal areas. Therefore, an engaging and communicative visualization approach is needed to introduce this issue to children from an early age. This final project aims to design 2D animated characters for Mantai Gak Nyantai, a slapstick comedy animation that serves as a visual representation to introduce climate change and plastic pollution issues to Indonesian children aged 5–7 years. The design was carried out through interviews, questionnaires, observations, and literature studies as data collection techniques. The data was analyzed using a quantitative approach through descriptive and inferential statistical techniques for survey data, as well as a qualitative approach through coding techniques for interview, observation, and literature study data. The project includes character exploration, character props design, model sheets, and expression and pose sheets. The design process involved creating human and seabird characters representing living beings threatened and harmed by climate change in Indonesia’s coastal areas. The character designs were developed by applying three visual keywords such as curmudgeon, tropical, and vacant as guiding elements to shape the overall visual concept.

References: 85 (1989-2024)

Keywords: Climate Change, Early Childhood, Visual Representation, Slapstick Comedy, 2D Animated Character Design.