

ABSTRAK

Alisia Tania Chiesara Ganap (01023190019)

PERANCANGAN VISUALISASI KONSEP UNTUK ANIMASI DUA DIMENSI ADAPTASI CERITA RAKYAT SANGIHE *ANSUANG BAKENG*
(xxiii + 173 halaman: 208 gambar; 9 tabel; 5 lampiran)

Globalisasi yang didorong perkembangan teknologi mempermudah bangsa Indonesia mengakses informasi dan media *entertainment* dari luar. Hal ini juga berpengaruh pada berkurangnya pengenalan dan ketertarikan generasi muda terhadap budaya Indonesia sehingga sebagian besar warisan budaya daerah kurang dikenal, salah satunya cerita rakyat daerah Sangihe. Animasi Indonesia yang biasa mengadaptasi cerita rakyat masih belum cukup mendapat dukungan warga Indonesia sehingga berdampak pada kurangnya popularitas meskipun kualitasnya mampu bersaing secara internasional.

Proyek akhir ini dirancang untuk membangun minat terhadap budaya Indonesia khususnya budaya daerah Sangihe melalui animasi dua dimensi adaptasi cerita rakyat Sangihe *Ansuang Bakeng* mengetahui nilai leluhurnya yang dapat dipelajari seputar relasi pribadi dengan sesama dan lingkungannya. Target audiens proyek berupa remaja menjelang dewasa Indonesia yang berada dalam arus globalisasi dan perkembangan teknologi saat ini. Hasil proyek berupa *artbook* visualisasi konsep serta dirancang menggunakan metode studi pustaka, observasi, wawancara, dan survei sebagai panduan visual proses produksi.

Referensi: 40 (1894–2022)

Kata kunci: Cerita Rakyat Sangihe; Animasi; Visualisasi Konsep

ABSTRACT

Alisia Tania Chiesara Ganap (01023190019)

CONCEPT ART DESIGN FOR A TWO-DIMENTIONAL ANIMATION BASED ON THE SANGIRESE FOLKLORE *ANSUANG BAKENG*

(xxiii + 173 pages: 208 figures; 9 tables; 5 appendices)

Globalization pushed by technological development has helped Indonesia on accessing information and entertainment media outside the country. This matter also reduces the recognition and interest of younger generation towards Indonesian culture resulting on the unfamiliarity with the local cultural heritage, one of which includes Sangirese folklore. Indonesian animation, generally adapting local folklores, has not receive enough support from their people resulting in the lack of popularity despite its quality able to compete on the market internationally.

This Project is designed to build interest towards Indonesian culture, Sangirese culture in particular, with two-dimensional animation adapting the Sangirese Folklore *Ansuang Bakeng* knowing its message surrounding one's relationship with family and the environment. This project is targeted towards Indonesian late adolescents living in the current flow of globalization and technological change. The finalized result is a concept art book designed by using methods such as literary study, observation, interview, and survey.

References: 40 (1894–2022)

Keywords: Sangirese Folklore; Animation; Concept Art