
ANALYSIS OF CHARACTER DESIGN AND CULTURE IN THE LASKAR CIMA ANIMATION

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ABSTRACT

The Laskar Cima animation series is a 2-dimensional animated series that draws culture and local wisdom of the city of Cimahi, West Java Province. The cima irregulars animation series has become a new attraction for the local animation industry because it carries local cultural values. The Laskar Cima character design itself draws on the regional philosophy of the city of Cimahi and the provinces of West Java and Indonesia in a broad sense. The Laskar Cima character uses red and white clothes as a symbol of Indonesian nationalism. the movements and abilities of Laskar Cima in battle also use movements that characterize the heroes and fighters of West Java. The research method used is a qualitative method. The application of the 12 principles of Laskar Cima animation is felt in all aspects of the movement, especially in the battlefield of the Laskar Cima with its enemies. In conclusion, Laskar Cima is a local animated character that carries the cultural value of local wisdom wrapped in heroic actions from heroes who eradicate crime.

Keywords: animation, character, Cima, culture

PRELIMINARY

Conveying communication through visual media is seen as a creative expression for channeling ideas and cultural values to many people. Animation is seen as a new medium and part of the solution to this visual communication problem. With animation, cultural and educational values can be conveyed in new ways that might not have existed before. It is undeniable that the development of the animation industry can be utilized by creative industry players to highlight their ideas. With animation too, ideas are delivered as if they are alive and real.

The Laskar Cima animated series presents cultural and educational values with a contemporary approach. The design of the Cima Irregulars themselves takes the colors red and white as a symbol of Indonesian nationalism. Cima warriors play a role as a hero who quell evil. The crime itself is described as a parasite similar to the design of the main character Laskar Cima, Ciman.

With media, especially animation, the goal or success of communicating ideas and educational values will be more easily achieved. The success of the learning process is influenced by several factors, such as teachers, students, media, and the environment (Sanjaya, 2009).

In addition to the cultural values and Indonesian characteristics brought by Ciman's character in Laskar Cima, the application of animation principles can also be learned from Laskar Cima's animation work. 12 The principle of animation in this animated series is applied as a complete part of the final animation.



Figure. 1 Main Figure Laskar Cima-Ciman
Source: Youtube.com/laskar_cima

RESEARCH METHODS

The research method used is a qualitative method, qualitative research methods are used in order to obtain in-depth data (Sugiyono, 2017). This study also seeks to describe the interrelationships of culture and character design. Where the process of creating character designs has a close relationship with the culture that is the inspiration. Research like this is suitable to use a qualitative descriptive approach according to (Sugiyono, 2017) explaining that descriptive studies have the aim to describe the reality that is happening (Kriyantono, 2007) related to the problem under study.

The author tries to review empirical data about character studies in the animated series Laskar Cima. Then present it into a discussion that can be taken cultural inspiration.

DATA DESCRIPTION AND DISCUSSION

Laskar Cima Animation

Originated from the Cimahi Creative Association (CCA) community, based in Cimahi City, West Java, a package of character designs was created to play and be used as character assets in the Laskar Cima animated series. The Character Design designed for this animated series indeed takes inspiration from Indonesia's original culture by presenting animated stories that are liked and suitable for the target audience of teenagers.

The Laskar Cima animation is not shown on TV but uploaded to their official Youtube Channel Laskar Cima. The Laskar Cima Animation is also an animated show that specifically promotes Cimahi City and Indonesia in general.

The Laskar Cima animated series aired once and was not continued. So when one episode is released, one episode is for one story / message.

Character Design Analysis

There are four main character designs in the Laskar Cima animated series, including:

1. **Cikitty**, who has a nimble, fastidious and fierce character.



Figure 2. Cikitty character
Source: (Personal)

2. **Cipan**, who has a character like to eat, likes to sleep a lot and repeats work.



Figure 3. Cipan Character
Source: (Personal)

3. **Cinobi**, which has the nature of precision, shy, nimble and also mysterious.



Figure 4. Cinobi character
Source: (Personal)

4. **Ciman**, who has a brave, narcissistic, intelligent and relaxed nature.



Figure 5. Character Ciman
Source: (Personal)

Culture in Character Design

Culture is the main inspiration in the design of character designs in the animated series Laskar Cima. To adapt to the trend that is being liked by Indonesian youth, cultural integration with Japan is carried out on the Cinobi character. The character of Cinobi itself combines with the attributes of Indonesian farmers.

Whereas the Ciman's character is made with the qualities that are expected to exist in the character of the Indonesian people namely brave, intelligent but also not rigid or sociable.

The message in the design of this character aims to convey the values of education for the targeted audience are teenagers. This is to fit between the media, material and the purpose or message to be conveyed. In line with (Azwardi, 2007) which states that the main thing in the development of media to be used, namely the suitability of the material with the objectives to be achieved.

CONCLUSIONS

It can be concluded that the Laskar Cima animation media can be an introductory medium for conveying Indonesian cultural values. It is undeniable that animated animation raises motivation from within the target audience who are teenagers. When motivation from within has arisen, interest in the delivery of cultural values through character design will emerge. As revealed by research (Yamin, 2008) which concludes that learning motivation is a psychic driving force from within a person to be able to carry out learning activities and add skills and experience to make the influence of character design media through animation is very effective.

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