

## **ABSTRACT**

Name : Ramdan Nur Huda  
Nim : 41906010071  
Major : Desain Grafis dan Multimedia  
Guide : Denta Mandra P B, S.Ds

The design of the Local Action Figure “Gundala son of Thunder” which in the redesign to be "Gundala Black Thunder" with the aim to evoke or recall a local super hero like Gundala son of lightning almost forgotten today, by making the Action Figure that the redesign to be a Gundala black lightning .

The purpose of the writer makes the design of the Local Action Figure Gundala son of Thunder because of the many collectors Action Figure in Indonesia are more oriented towards locally made hunting Action Figure with a very unique shape.

To design Local Action Figure Gundala son of Thunder writer did some research ranging from data collection to analyze the data as supporting the concept of designing adjustment Local Action Figure Gundala son of Thunder.

Therefore, in order to meet graduation requirements for Bachelor Degree Department of Design and Multimedia, the authors make Local Action Figure Gundala son of Thunder is aimed at the adolescent phase of the end that the age is 12 to 34 years.

Keyword :

Action Figure, Redesign, Media Promotion.