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Exploration of Animation Style and Color in Riko The Series

Muhammad Abdullah Azzamulhaq, Yully Ambarsih Ekawardhani, Rini Maulina

Universitas Komputer Indonesia, Bandung, Indonesia

*Corresponding Email: abdullah.75324004@miswa.unikom.ac.id

ABSTRACTS

Animation has an important role in the creative industry, especially in delivering interesting and educational stories. Riko the Series is one such animation that blends education and entertainment with a distinctive visual style. This research explores the animation style and use of color in Riko the Series to understand how these visual elements affect the appeal and effectiveness of message delivery. The method used in this research is descriptive analysis with a qualitative approach, which involves direct observation of specific episodes. The results show that the choice of animation style and color palette in Riko the Series plays a big role in building a strong visual identity, increasing audience engagement, and supporting the educational elements in the story.

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1. INTRODUCTION

In the midst of evolving technology, animation has an important role in the digital and creative world. According to Melati, et al., (2023), animation is an art

that gives life to objects or characters by displaying a series of sequential images at a fast tempo. In language, animation comes from the word animo whose meaning is desire, desire or interest and

in a deeper meaning is interpreted as spirit, soul or life. Thus, animation can be understood as an art that brings life to objects or characters through a series of fast-moving images (Simanullang and Ramdan, 2019)

Animation is growing in Indonesia quite rapidly, supported by the emergence of various animation studios in Indonesia such as MSV Picture, MD Animation, SAGE Animation, The Little Giantz, and 4Strips Productions, and one of them is Garis Sepuluh Corporation. In **Fig. 1**. Explained that Garis Sepuluh Corporation is a brand founded by Teuku Wisnu, Arie Untung, and Yuda Wirafianto whose main product is Riko the Series (RTS), an intellectual property in the IT field owned by Garis Sepuluh. It was further explained that the RTS animation was published on February 9, 2020 (Khalifah, 2023).

Garis Ten, together with its subsidiaries and affiliates, is a family entertainment and media company that encompasses Experiences and Products, Media & Entertainment Distribution, General Entertainment and develops and produces content". The company is engaged in creative content that aims to provide positive and inspiring entertainment for children and families. With a mission to play a role in Indonesia's progress, the company strives to create works that inspire and strengthen the nation's character. Garis Sepuluh released its first IP, the animation Rico The Series, which is educational entertainment, containing science and Islamic religion in each episode (Rina and Fitra, 2023).

Except that, Riko The Series can be the practice of Pancasila in question is a direct application in the school

environment to be used as a personal habituation that can be applied in everyday life. The purpose of this study was to determine the profile analysis of pancasila lessons in riko the series cartoons. This research uses a qualitative approach method. The object of study in this study is the Riko The Series cartoon series video which has 42 episodes. In collecting data for this study is Riko The Series 8th episode. In this study, the data used was the animation of Riko The series in episode 8 and the book or journal related to the research. Data analysis techniques are the process of systematically searching and structuring (Tini, 2022)

Fig. 2 shows an illustration of Riko's family: father, mother, sister Wulan, and robot Q110 (Qio). Riko is an 8-year-old boy who has a warm family, Riko has a honest and kind character (Imara and Syadullah, 2024) Riko has a friendly father and his mother has a soft speaking style and an older sister who loves him very much. In addition, Riko has a yellow robot friend named Q110 or Qio who always accompanies him on adventures and helps explain Riko's various questions (Susanto, 2021). Quoted from Rikotheseries, n.d, this animated series airs on Local TV and youtube channel platforms with a total of 3,104,220 subscribers, a total of 747 million views. The series has released 104 murottal videos and 80 episodes to date. Quoted from rikotheseries.com, accessed on March 24, 2025 (Suryana, et al., 2021)

2. LITERATURE REVIEW

Currently, Riko The Series animation has been discussed by more than 10 researches from 2021 to 2024, the **table 1**. below lists the researches on Riko The Series, covering various aspects such as

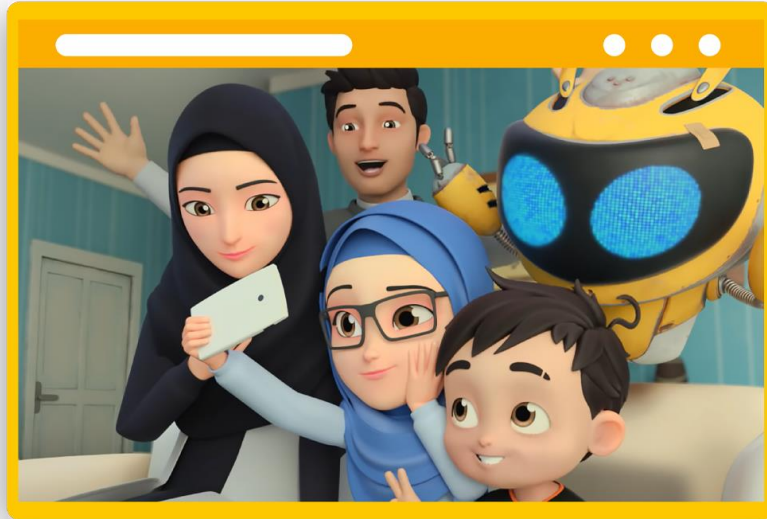
education, character values, morals, semiotics, and animation production (Mukholifah and Kumala, 2024). Most of the studies highlight the role of this animation in Islamic learning, strengthening Muslim identity, and conveying moral values and character education (Farhana, et al., 2023). In addition, there are also studies on students' understanding of Islamic history material through animation, as well as semiotic analysis in religious content (Fatmawati, 2024). Ekawardhani et al explain that video animation can convey information about a particular event in a way that makes it easier for viewers to understand the message being conveyed. By customizing some imaginative business scenarios, animations can suddenly reveal a brand, thus conveying the advertising message in a more interesting way. This approach gives a touch of humor to generic advertisements and indirectly encourages the audience to accept it (Ekawardhani, et al., 2023), meaning that video animation can be an effective educational tool in conveying information in an interesting and easy-to-understand way. This not only increases

visual appeal, but also helps audiences more easily understand and accept the material being conveyed (Hazizah and Lubis, 2021). A significant increase in knowledge after being given education through video media occurs because videos present information in the form of sound and images, making it easier to understand and more interesting for the audience, and reducing boredom (Rahayu and Kurniasari, 2022).

In **Table 1** Previous studies have mostly discussed educational values, morals, and the role of animation in Islamic learning. This research focuses more on the visual aspect, especially in terms of animation style and the use of colors in the series. The aim is to understand how animation techniques and color selection affect the look and appeal of Riko The Series. Thus, this research complements previous studies by providing a new perspective in terms of design and aesthetics, which has not been widely studied in other studies.



Figure 1. Garis Sepuluh Coporation Logo



Gambar 2. Ilustrasi Riko The Series

Tabel 1. List of Research on Riko The Series

| No | Research Title | Year |
|----|--|------|
| 1. | The Effect of Using Animated Film Media “Riko The Series” on Children's Learning Participation | 2021 |
| 2. | Riko The Series: Combination of Islamic Learning Media, Negotiation of Muslim Identity and Contemporary Da'wah Practices | 2021 |
| 3. | Analysis of Character Education Values in the Animation Film Riko The Series | 2022 |
| 4. | Analysis of the Role of the Creative Team of Riko The Series in Producing Educational Content | 2023 |
| 5. | The Effect of Video Animation Riko The Series on Student Understanding of Isra Mikraj Material in the Subject of Islamic Cultural History Class IV at MI Umar Zahid Semelo | 2023 |

| | | |
|-----|---|------|
| 6. | Commodification of Religious Content in Cartoon Series Riko The Series (Charles Sanders Pierce Semiotic Analysis) | 2023 |
| 7. | Moral Education Values in Riko the Series Animation Film by Garis Ten | 2023 |
| 8. | Case Study of Riko The Series 3D Animation Work Model at RoundBox Animation | 2024 |
| 9. | Moral Values in Riko The Series Episode Adab Before Knowledge | 2024 |
| 10. | Islamic guidance values in the animated film Riko the series | 2024 |

3. METHOD

This research uses a descriptive method, which aims to analyze and describe the animation style and use of color in Riko The Series. Descriptive research is research that aims to collect information about the status of an existing symptom, namely symptoms that exist at the time the research is conducted. Descriptive research does not aim to test certain hypotheses, but only describes a variable, symptom or situation. Indeed, sometimes in descriptive research you also want to

prove conjectures, but this is not very common. In general, descriptive type research is not intended to test hypotheses (Zellatifanny and Mudjiyanto, 2018). This approach was chosen because the research focuses more on visual interpretation rather than numerical measurement. In this study, the selection of the color palette was done manually by observing each color carefully and documenting it directly from each video frame. This was done in order to capture the colors in the animation more accurately.

4. RESULTS AND DISCUSSION

Each episode of Riko The Series presents a story that contains Islamic values and education. Through this show, viewers can gain new insights that may have rarely been encountered before. This series is perfect for children because it is packaged in an interesting

and easy-to-understand way, making it easier for them to absorb knowledge while watching. Apart from the story and the message conveyed, another attraction of Riko The Series also lies in the animation style used. This animation style plays an important role in creating a fun viewing experience while supporting the effective delivery of the material.

4.1. Animation Style of Riko The Series

This series uses a 3D animation style with dynamic visuals, besides that the color composition used is a supporting element in attractiveness. As mentioned by AlBhuqory, J,M, (2022) in Rifky (2022), 3D animation is a technique used to place and move objects or characters in three-dimensional space to create motion effects. Objects in this animation are created using 3D models that are simulated in a digital environment with the help of 3D modeling tools. In addition, objects from the real world can also be scanned into the computer to be modeled in 3D animation.

Meanwhile, according to Zaharuddin (2006, as cited in Permadi, 2015) 3D animation is the development of 2D animation that makes the display look more real and realistic. So it can be understood that 3D animation is an animation made using digital modeling technology, so with this technique, 3D animation is able to provide a more real appearance than 2D animation and can create a more interesting visual experience for the audience.

As Isaac Kerlow (2009, as cited in Permadi, 2015) explains, there are three types of animation characters, namely cartoon characters, stylized characters, and realistic characters. Cartoon characters are characters created in caricature form, often exaggerated or simplified for comedic purposes, such as in Pocoyo and Kung Fu Panda. Stylized characters are somewhere between cartoony and realistic, with a look that remains consistent in its form. This type of character is easier to accept because audiences don't expect completely realistic shapes and movements, allowing animators more freedom to showcase fantasy elements, such as in *Monster House* and *Cloudy with a Chance of Meatballs*. Meanwhile, realistic characters are made to resemble the original shapes in the real world, as seen in *Final Fantasy* and *The Lord of the Rings*.

Thus, it can be seen that the series uses a 3D stylized character style because it uses elements such as shapes and textures of realistic objects but with a cartoon illustration style that is friendly to young audience.



Figure 3. Riko Character



Figure 4. Qio/Q110 Character



Figure 5. Scene Character Riko, Manda & Shadow-X

4.2. Colors Used

One aspect that makes Riko The Series even more interesting is the use of color in the animation, which not only enhances the visual appearance but also helps convey the emotions and atmosphere in each scene.

In the thumbnail image, many colors are used such as orange, yellow, and red on the main object and blue and purple on the background, each color has a role in creating an attractive visual impression. Colors are classified into hot and cold groups based on their symbolic meaning. Colors that have similarities or are close to red and orange are included in the hot or warm color category. Colors that are close to turquoise are called cold or cool colors. This color is often seen in the sky, mountains, and water, giving a fresh and soothing feeling.

The division of colors based on symbolic meanings such as hot and cold colors is in line with the opinion of Eko Nugroho, who also classifies colors into neutral and contrast. As mention colors can be divided into four

groups based on the impression they give. Neutral colors are colors that do not have a certain purity and do not include primary or secondary colors. Contrast colors are colors that appear opposite to each other, such as red with green or yellow with purple. Hot colors include colors from red to yellow that are often associated with cheerfulness, passion, and anger, and give the impression of closer proximity. In contrast, cool colors include colors from green to purple that give a cool, comfortable and soft effect.

According to the analysis results in **Table 2**. Riko The Series animation has neutral colors located in the background, namely the walls of the house, doors, fences, ceilings and in details such as eyes or other character parts. Hot colors can be found in some parts of the video such as the main characters Rico & Qio (Q110) with orange and yellow, as well as the characters Manda and Shadow-X with red, yellow, and orange. Cold colors are mostly used in the background and

supporting characters such as the character kak Wulan.

The subject covers two parts, namely the color character used in the poster design and the effect of the colors used to support the poster function. The use of hot and cold colors is very instrumental in regulating contrast in animated videos so as to create depth and audience focus (Gautama, et al.,

2019) that color is the main element that immediately attracts attention in a visual work, especially if there is a striking blend of contrasting colors. One way to create an interesting contrast is to combine hot colors and cold colors. In addition, the color elements in this series are also used to distinguish characters, convey emotions, and strengthen the moral messages contained in each episode.



Figure 6. *Thumbnail Video Riko The Series Season 3 Episode 14*


























































Figure 7. *Thumbnail Video Riko The Series Season 1 Episode 20*

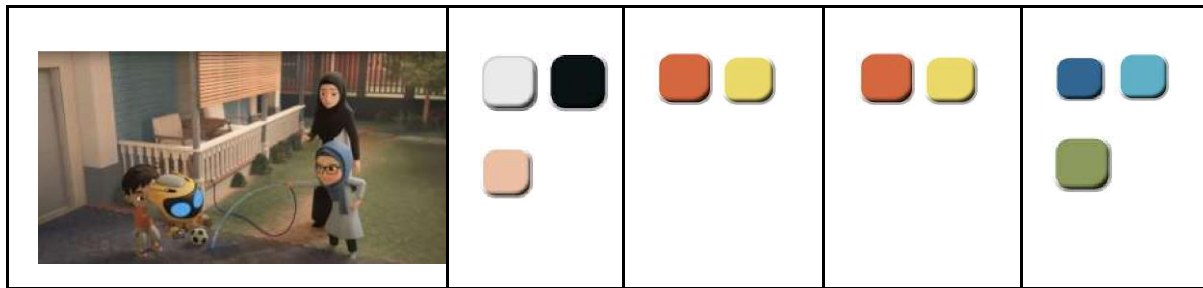


Figure 8. *Thumbnail* Video Riko The Series Season 1 Episode 21

Tabel 2. Riko The Series animation video analyzed with Eko Nugroho's Color Theory

| Screenshot | Netral | Kontras | Panas | Dingin |
|--|---|--|---|--|
|  |    |     |  |   |

| | | | | |
|---|---|---|--|---|
|  |    |     |   |   |
|  |   |     |    |   |
|  |    |    |  |   |
|  |    |    |    |   |
|  |    |  |   |   |



5. CONCLUSION

Based on the research conducted, it can be concluded that Riko the Series has a distinctive animation style and color selection, which plays a role in attracting the audience's attention and clarifying the educational message conveyed. The simple yet expressive animation style makes it easy for children to understand

the story, while the use of bright and harmonious colors enhances the visual appeal and strengthens the atmosphere in each scene. This combination makes Riko the Series not only entertaining but also effective as a learning medium. By understanding these visual elements, animators and designers can develop better creative strategies to produce quality educational animations.

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