



## ABSTRAK

Industri animasi di Yogyakarta memiliki potensi besar dalam pengembangan ekonomi kreatif, namun masih menghadapi tantangan berupa minimnya infrastruktur fisik yang mendukung proses produksi dan kenyamanan kerja animator. Skripsi ini merancang Pusat Animasi dengan pendekatan *Performance-Based Design* (PBD), dengan fokus utama pada **kinerja kulit bangunan** sebagai strategi untuk meningkatkan kenyamanan termal dan pencahayaan alami secara pasif. Kulit bangunan dipilih sebagai elemen kunci karena berperan langsung dalam mengoptimalkan performa bangunan terhadap iklim tropis Yogyakarta dan efisiensi energi.

Metodologi yang digunakan mencakup studi literatur, analisis iklim dan tapak, simulasi kinerja bangunan, serta studi preseden proyek internasional seperti The Edge (Belanda) dan Passive House Bruck (Austria). Hasil perancangan menghasilkan bangunan multidisiplin dengan tiga fungsi utama: studio animasi, pusat pelatihan, dan pusat komunitas. Strategi perancangan kulit bangunan disesuaikan dengan orientasi tapak, paparan matahari, serta aliran angin lokal untuk mendukung performa pasif.

Melalui pendekatan ini, diharapkan bangunan tidak hanya memenuhi kebutuhan fungsional industri animasi, tetapi juga menjadi prototipe studio animasi berkelanjutan yang adaptif terhadap iklim dan mendorong produktivitas pengguna.

**Kata kunci:** Pusat Animasi, Yogyakarta, Desain Berbasis Kinerja, kulit bangunan, kenyamanan termal, pencahayaan alami.



## ***ABSTRACT***

*Yogyakarta's animation industry holds strong potential for creative economic development, yet it faces key challenges such as insufficient physical infrastructure to support production processes and animator comfort. This thesis proposes the design of an Animation Center using a **Performance-Based Design (PBD)** approach, with a primary focus on **building envelope performance** to enhance thermal comfort and natural daylighting through passive means. The building envelope is selected as a critical element due to its direct impact on climate responsiveness and energy efficiency.*

*The design methodology involves literature reviews, site and climate analysis, building performance simulations, and precedent studies of international projects such as *The Edge* (Netherlands) and *Passive House Bruck* (Austria). The resulting design proposes a multidisciplinary facility incorporating three main functions: animation studio, training center, and community space. The envelope design strategy is adapted to site orientation, solar radiation patterns, and local wind flow to optimize passive performance.*

*This approach aims to deliver a functional and sustainable architectural solution that supports the animation industry's growth while serving as a prototype for climate-adaptive and performance-oriented animation studios in Indonesia.*

**Keywords:** *Animation Center, Yogyakarta, Performance-Based Design, building envelope, thermal comfort, natural daylighting.*