TEROB

THE JOURNAL OF ASSESSMENT AND THE ART CREATION

TEROB

TEROB

Interactive Motion Graphic of puppet beber pacitan in social media basis on video

Saiful Yahya

Abstract

Beberpuppet is a puppet art that appeared in pre-Islamic time and it is still developing in certain areas of Java, one of them is the Pacitanbeberpuppet. Puppet performance uses a new approach that is through online media, one of them uses motion graphic interactive. This new approach in order to get younger audiences. By paying attention to young age behavior that is active in social media, this design is in the form of 3 motion graphic video that isuploaded through social media basis on videoin the internet, namely youtube.com. The design style that show is a flat design, adjusting to the style that is developing at the moment. Hopefully the design of this Pacitanbeber puppet can be accepted by teenager.

Keywords: Beber Pacitan Puppet, Interactive Motion Graphic, Social Media, Youth, Flat Design

Preface

Background

Wayang Beber is a puppet art in the form of sheets (beberan) which was appeared and developed in Java in pre-Islamic time. Wayang Beber is painted with "sungging" technique which classical decorative painting technique with typical coloring. Wayang Beber is painted on a sheet of "gedhog" paper, which is a paper made by a native Javanese from the Ponorogo area. Wayang beber is a puppet that is quite old in its history. Among the remaining ones at the moment is Pacitan beber puppet, because they come from Karangtalun Village, Gedompol Subdistrict, Donorojo District, Pacitan Regency.

Pacitan Beber Puppet is played by five people. Four people play music instruments those are; rebab, kendang, kenong laras slendro, and gong. One person acts as a puppeteer. The puppeteer of the Beber puppet is run by lineage. Pacitan Beber puppet tells the character life of Panji that background is the historical story of Jenggala and Kediri, which describes the story of Panji Asmarabangun and Dewi Sekartaji.

In its development,beber puppet experienced many obstacles, which were influenced by several factors, both internal and external factors. Internal factors related to physical and technical performance. Physical beber puppet which is a rolled sheet of fabric which when stretched out will be seen a picture of several puppets. Then, in the performance, a puppeteer immediately shows puppets and speak up adjusting to the puppet characters, and so on. So that there is a monotonous personality when compared to the shadow puppet that

can move like human. The external factoris related to thestaging function of thebeber puppet in ancient time, where it functioned as a medium for ruwatan rituals.

Relating with this, the Government of Pacitan Regency has sought to preserve, maintain, develop and disseminate Pacitan beber puppet. The efforts that have been made including: (1) duplication, (2) Geopark program, (3) guest reception event, (4) souvenir, (5) puppeteer regeneration, (6) Culture and Art Studio, (7) integration in batik typical regency, (8) training "Pakem" puppeterand "carangan" puppeteer, and (9) carangan story innovation. The aim of preservation of the Beber puppet is to ensure that the cultural values of the Beber puppet remain become identity of the Regency of Pacitan. But the effort has several obstacles.

Picture 1.1 Duplicate of Pacitan Beber puppet by Rudi Prasetyo

Factor that preventing the development of Pacitanbeber puppet are intrinsic factor and extrinsic factor. The intrinsic factors arethe large number of people who are not interested in Pacitan puppet art due to the form of the Pacitan puppet which seems dead because it is only a piece of paper, unlike "Purwa" shadow puppet that seems attractive. Second, there is only onecycle of the Panji story in the Pacitan beber puppet and the third in the Pacitan beber puppet sanctuary. Then extrinsic factors that become obstacles in the actualization of Pacitan puppet are the influence of the globalization era that made people, especially the younger generation, not interested in local culture. People tend to choose modern culture and ignore local culture, without realizing how important and valuable local cultural heritage, such as Pacitan beber puppet. (Enggarwati, 2013)

For conserving Pacitan puppetin order to be known at the regional and national level, it is necessary to introduce them to the broad community, not only to adult but to the younger generation. Considering they are the next generation that will replace the generation above them, so it is important to introduce this beber puppet for cultural preservation. To make it happen there something such a new approach that specifically to young people who are potential target, and uses media that are close to them.

Nowadays, internet and mobile phone technology is in an advance, so social media is also growing rapidly. Many people use social media as a means of communicating in cyberspace, and accessing social media can be done anywhere and anytime just by using a mobile phone. Thus, how speed people can access social media cause a large phenomenon tothe need of current information. This of course can be used as a medium to introduce Pacitan beber puppet to the younger generation.

Based on this problem, the writer will use motion graphic media because it is more flexible to present

a data with an attractive appearance and can be used to reconstruct scenes that have long passed. Motion graphic, which is basically used to present a data in a movement, are the right media to convey the storyline on this work. The motion graphic media is almost similar to animation but it is not including the animation group, so motion graphic is a design or infographic that is presented dynamically and move, so it is more interesting to watch. Here, the author wants to create an interactive motion graphic about Pacitanbeber puppet which aims to introduce beber puppet with internet media. The age category for the media target is the age of 15-18 years as the primary target, and the age of 19 years and above is a secondary target. Later this interactive motion graphic will be published in video-basis online media (Youtube).

Problem

The use of video-basis media is the delivery of Pacitan beber puppets that is suitable for teenager.

Method
Discussion

The media used is social media Youtube, which is currently having an increase in users. The selection of the motion graphic media that played on Youtube is appropriate with the characteristic of young people who fill their free time by opening Youtube. This motion graphic shows information about what Pacitan beber puppet, Pacitan puppet characters and how the Pacitan Beber puppet story. By using Youtube as a medium for delivering information, it is hoped that it can make everybody interested in participating, commenting on each other, and exchanging information. Moreover, the Youtube site can provide motion graphic media because it is very possible to watch through the internet. The advantage of the media that will be created later is using the interactive video feature on Youtube. So viewers can choose what video to watch first according to their willingness.

a. Character Design

The motion graphic about the Pacitan beber puppet has twenty puppet characters adapted to the story of "Jaka Kembang kuning" and "Dewi Sekartaji". The character of Pacitan Puppet Beber is made in digital version based on photographs got from the puppeteer. The following are photos of Pacitan Beber Puppets which will later be used as digital image.

Picture 4.3 Painting of theBeber PuppetPacitanJagong 1

Picture 4.4 Painting of theBeber PuppetPacitanJagong 2

Picture 4.5 Painting of Beber Puppet PacitanJagong 3

The Beber Puppet story is centered on the Panji cycle story which is a romance story that is very well known in Javanese society. This story is mostly composed in various versions that developed in the community. The essence of Panji story is the marriage of Raden Panji Asmarabangun from Jenggala Kingdom with Dewi Sekartaji from Kediri Kingdom. Here are twenty characters in the Pacitan Beber puppet:

- Prabu Brawijaya
- Raden Gandarepa
- Dewi Sekartaji
- Mbok Mindaka
- Mbok Dipokili
- Patih Tanda Prawira
- Mantri Arya Deksa Negara
- Jaka Kembang Kuning (Panji Asmara Bangun)
- Ki DemangKuning
- Tawang Alun
- Naladerma
- Ki Tumenggung Paluh Amba
- Nyi Tumenggung Paluh Amba
- Raja Klana
- Mbok Tegaron
- Patih Kebolorodan
- Sedah Rama
- Wasijaladara
- Gangga Warsita
- Gendarayuda Jalapati

b. Background Design

The background used in this motion graphic consists of the background of the Pacitanbeber puppet, sky, stage, and kingdom.

c. Property Design

Table 4.3 Property Design and Original Objects
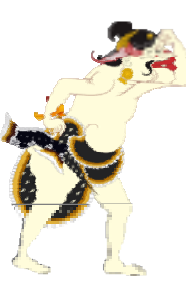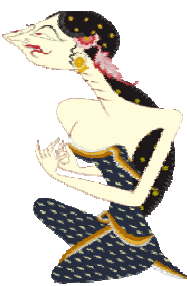
No	Desain Awal	Sumber	Desain Akhir
1			
2			
3			
4			
5			
6			
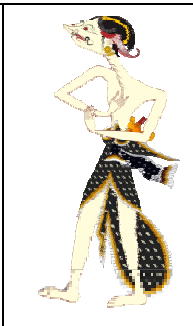
The following are the characters in graphicmotion:

Name	Puppet Pictures	Vector design
Prabu Brawijaya		
Prabu Ganarepa		

Dewi Sekartaji		
Mbok Mindaka		
Mbok Dipokili		
Patih Tondo Prawiro		
Mantri Arya Deksa Negara		

Jaka Kemb ang Kunin g (Panji Asma ra Bang un)			Raja Klana		
Ki Dema ng Kunin g			Mbok Tegar on		
Tawa ng Alun			Patih Kebol oroda n		
Nalad erma			Sedah rama		
			Wasij aladar a		

Gangga Warsita		
Gendarayuda Jalapati		
Ki Tumenggung Paluh Amba		
Nyai Conacani		

Picture 4.31 Digitization of Background of Pacitan Beber Puppet Story

1) Sky

Picture 4.32 Digitization of Background of the Sky

3) Stage

Picture 4.33 Digitization of background of behind the stage

a. Background Creation

1) The Background of Pacitan Beber Puppet Story

4) Kingdom
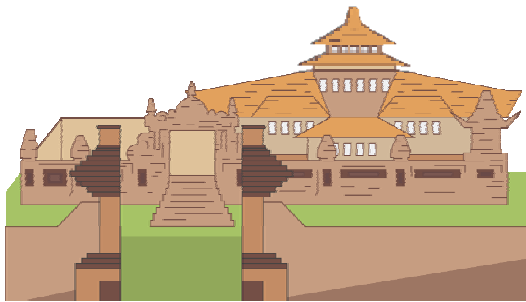
Picture 4.34 Digitization of Kingdom Background

b. Dubbing Process

The sound recording process is done in two places, namely in the recording studio and in the TA studio of the STIKI Malang Campus. The sound is filled by Chandra Wahyu and Galuh Kumala Nifya. The recording which is done in the recording studio do not need to be edited because they are good, while the recording which is done in the studio TA of STIKI Malang Campus need to be edited one by one to eliminate noise. The recording result is then exported in the Waveform Audio File or WAV format.

Picture 4.35 Dubbing Process

Picture 4.36 Dubbing Processin TA college studio by Galuh Kumala

Picture 4.37 Sound Editing Process in FL Studio 12

c. Character Animation

The finished characters are animated using After Effects CS6 software. The animation process by pressing the stopwatch position that contains in the transform feature in the Null layer of the object being moved so as to produce key frames according to the specified time. The movement of characterin the motion graphic is only to the shift of image in the entire video. Character is not animated in detail because of that
It doesn't need to dorigging of character.

Picture 4.38 Character Animation in After Efforts CS6

d. Text Animation

Text animation is needed to convey the information shown in the image. Text animation uses the transform feature by changing position, scale, rotation, and opacity. Besides that, it also uses Animation Composer to make it easier for the animation and some of the texts use masking.

Picture 4.39 Text Animation in After Efforts CS6

e. Background Animation

Background animation uses Animation Composer, transition effect, and transform feature such as position, scale and opacity.

Picture 4.40 Background Animation in After Efforts CS6

1.1.1.1 Post Production

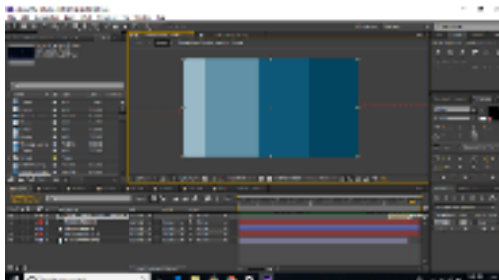At this step, the editing and rendering process will be done until it becomes a file that is ready to be uploaded.*a. Editing*
The editing process is done by arranging each sceneinto one resultwhich is adjusted to the concept of the storyboard and combined with the result of dubbing and background music using Vegas Pro 14.theoutput format AVI with the duration of each video 00:28 seconds, 1:52 minutes, 2:17 minutes and 13:00 minutes.

b. Rendering

The final step in the production of motion graphic in Adobe After Effects CS6 is the step of rendering the composition of scene that have been made in the form of video files. The rendering process is done through the Composition menu> Render Queue to get more optimal result.

c. Making Interactive Video on Youtube

The first step that needs to be done before making interactive video on Youtube is to upload all the videos that will be made interactive later.

- **Upload Motion Graphic Video to Youtube**
  The motion graphic that is finished then uploaded on the Youtube site. Before uploading a video, make sure you already have a google / gmail account then go directly open the Youtube site.

Picture 4.41 Youtube Home Page

Picture 4.42 Upload process on Youtube

- VideoEdit on Youtube

Video that has been successfully uploaded is then edited to be interactive. The step that must be done is to go to the Youtube channel dashboard (Creator Studio) then enter the Video Manager menu to choose which video will be added to the final screen.

Picture 4.43 The process of adding elements to the Final Screen Tab& Annotation

After finishing adding elements on the final screen tab then saved. Automatically when the video is played then at the end of the video it will recommend to the audience to watch other videos that are still related to the previous video.

1.2 Implementation

Implementation is the application of design result into visual communication media that isappropriate with the media design which will be used.

The media in this design is a motion graphic that is played on video-basis social media online (Youtube) using the final screen feature which aims to provide recommendation for viewers to choose the next video that is still related to the previous video.

This term is often called interactive video. The display format used is landscape format using a size of 1920 x 1080 pixels thus the image display is not blur. This motion graphic can be accessed only as long as there is an internet connection either via desktop or mobile phone.

Picture 4.44 The implementation on Youtube using a laptop

Picture 4.45 The implementation on Youtube using Mobile Phone

Conclusion

Introducing Pacitan puppet through motion graphic media is a way to promote this puppet. The use of motion graphic more freely to present a data with an attractive appearance and can be used to reconstruct the scene that has long passed. Motion graphic, which is basically used to present a data in a movement, is the right media to convey the storyline on this work. Therefore, designing motion graphic about Pacitan puppet is expected to be a video that can be accessed anytime via the internet for education and entertainment.

Bibliography

Abdurrohman, M.I. 2014. Perancangan Motion Graphic Pengenalan Kujang Bagi Remaja. Jurnal Tingkat Sarjana Senirupa dan Desain, Fakultas Seni Rupa dan Desain, Institut Teknologi Bandung. Hal 3.

Budiargo, Dian. 2015. Berkomunikasi Ala Net Generation. Jakarta: PT Elex Media Komputindo.

Enggarwati,D. 2013. Aktualisasi Wayang Beber Sebagai Sumber Nilai Karakter Lokal (Studi Kasus Keberadaan Wayang Beber di Desa Nanggungan Kecamatan Pacitan Kabupaten Pacitan). Jurnal Kajian Moral dan Kewarganegaraan, Vol 1, Issue 1, ISSN 2337-473X.

James R. Brandon. 2003. Jejak-jejak Seni Pertunjukan di Asia Tenggara, Terjemahan. R.M. Soedarsono, Bandung: P4ST UPI.

Poerwadarminta, W.J.S. 2006. Kamus Umum Bahasa Indonesia Edisi Ketiga, Jakarta: Balai Pustaka.

Pranoto, Naning. 2008. Strategi Menulis Sinopsis: Dua Versi.

Sukarno, I.S. 2014 Perancangan Motion Graphic Ilustratif Mengenai Majapahit Untuk Pemuda-Pemudi. Journal of Visual Art and Design. Vol 6, Issue 1, ISSN 2338-5480.

Sanyoto, Sadjiman, Ebdi. 2006. Metode Perancangan Komunikasi Visual Periklanan. Yogjakarta: Dimensi Press

Suyanto, M. 2003. Multimedia Alat Untuk Meningkatkan Keunggulan Bersaing, Yogyakarta: Andi.

Warsita, Bambang. 2008. Teknologi Pembelajaran: Landasan & Aplikasinya, Jakarta: Rineka