DESIGN ENVIRONMENTAL OF ANIMATED SERIES TITLED “WAYANG MAHABHARATA” AS A PRESERVATION MEDIA FOR INDONESIAN PUPPET ART USING ‘RETRO CULTURAL’ CONCEPT

Students Name : Adinata Harlan
NRP : 3407100062
Study Program : Industrial Product Design FCEP-ITS
Academic Advisor : Rahmat Syam Lakoro S.Sn MT

ABSTRACT

Puppets is the Nation’s cultural heritage which has the noble values for the younger generation. This Art has been inaugurated as Indonesia Original Culture by UNESCO in 2003. Along with the development, puppets culture enthusiasts decreased quite significantly especially in the younger generation. Decrease in interest is due to the presentation of the puppet who tend to be less innovative and seldom introduced through the lessons in schools.

Puppet requires an attractive packaging. Through this research, we found that animated films are the media who are in great demand by today’s young generation. Then combine the elements in animated puppets became an alternative to re-preserve puppet art among children and adolescents. To create an animation that appeals to the younger generation, the story genre, character design, and environment design are the critical success factors. The focus of this design is to find the Environment Design criteria of interest to the younger generation so as to support the animation created. And in this design, the author raises the story of Mahabharata as a story to be adapted and used as an animation.

Keyword : Cultural Preservation, Animated Film, Puppet, Mahabharata, Environment Setting.