DESIGN CHARACTER OF ANIMATED SERIES TITLED “WAYANG MAHABHARATA” AS A PRESERVATION MEDIA FOR INDONESIAN PUPPET ARTUSING `RETRO STYLE’ CONCEPT

Nama Mahasiswa : Wayan Nanda  
NRP    : 3407 100 092  
Department   : Industrial Product Design  
Academic Advisor : Rahmatsyam Lakoro, S.Sn., M.T.

ABSTRAK

Wayang Puppet is the nation’s cultural heritage which has the noble values to bequeath to the younger generation. There are so many figures in the stories like the Mahabharata story which is a cultural story with high philosophy and character figures that could be role models for society in this life. Alongwith the development, Puppets with the story of Mahabharata 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 need attractive packaging, a media that is able to bring him closer to the people especially the young generation of Indonesia. 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 an animated puppet became one of the alternative or effort to re-popularize figures puppet characters among children and adolescents, as well as preserve it.

Keywords : Animated Series, Mahabharata’s Puppet Characters, Culture Preservation