DESIGNING INTERACTIVE MEDIA AS AN ALTERNATIVE TOOLS TO REINTRODUCE FOLK SONG FOR KIDS GRADE OF ELEMENTARY SCHOOL

Name : Anggit Pangestuty  
NRP   : 3407100026  
Major : Desain Produk Industri, FTSP-ITS  
Counselor Lecturer : Nugrahardi Ramadhani ,SSn,MT

ABSTRACT

This project was developed in accordance with the fact, that the phenomenon of Dolanan’s song is now unfamiliar to children nowadays. Dolanan’s song is one of Indonesia’s cultural folk songs that was familiar for children in the ancient times. In research today's children prefer adult pop songs, rather than songs designed for their age. The government tries to preserve the Dolanan songs as it exists. But the efforts are still not able to encourage children into learning Dolanan’s Songs. In lyrics of Dolanan’s song, they implement aspects of social sciences, culture, and morals that are not well known by children, adults or even parents.

This project may be used as one of many solutions intended to give new media ideas that could revive Dolanan’s song. By teaching the moral messages of Dolanan's songs to elementary school grade students in a more enjoyable with attractive and interactive package. In this project we aim to revive Dolanan’s song in more attractive appearance with an enjoyable and easy to understand method. The core problem we face is how to design an interactive media as an alternative to revive the songs and its meaning that can teach a moral message for elementary students.

The research method was started by finding the crucial aspect of user needs people that want to know Dolanan’s Song. After the problem founded, the author conducted research competitors to explore the issue from the aspect of ease of information both in appearance or visually attractive. The data collecting stage which involves many people and department divided into several methods such as observation, deep interview, kuisioner, and literature study. The project was then being developed based on this concept of "Dolanan Pivulang Adi Luhung" found by studying the characteristic of the targeted segment, AIO ,user needs, and marketing aspect.

Output of the project is a multimedia interactive CD. The overall accomplished result is going to prove beneficial to help parents or educators trying to reintroducing Dolanan’s song and the moral messages contained within the lyrics.

Keyword : Dolanan, Folk Song, Interactive, Moral education, Gamelan