DESIGNING WEBCOMIC OF WANOROSINGO AS AN ALTERNATIVE INTRODUCTION MEDIA OF WAYANG CEK-DONG TO THE YOUNGER GENERATION

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Abstract – Wayang Cek-Dong as the origin of all forms of shadow puppet in Java, not able to compete with wayang of Central Java (Solo) in terms of deployment of its territory and the number of spectators. Now the existence of East Java style wayang Purwa (Cek-Dong) is difficult to attract the younger generation, it can be seen from the lack of young age wayang spectators. The government efforts to introduce and develop East Javanese wayang has been done, but still have not been able to reap positive development.

The main purpose of this study was finding the right way introduction Cek-dong puppet to the 18-25 year segment precise, this study uses a research model with field research data sources using questionnaires, in-depth interviews, and field observations. From this research that has been conducted by the author, managed to find a formula how to bring new introduction puppets Cek-dong to the younger generation today. This can be done by adjusting the elements that make up the puppet Cek-dong like the story, the characters are more present in the media close to the lives of today's young generation. It is presented in such a way that the concept of "Awakening of the Past Grandeur". Through the medium of the web comic that is now growing, has the potential to be a mediation between the local Indonesian culture and younger generations. Hopefully, by the existing of comic wayang Cek-dong that based on website able to arouse the curiosity of the younger generations in wayang Cek-dong.

Keyword – Wayang Cek-dong, Wanarasingo webcomics, the younger generation