

## BACKGROUND

The traditional Indonesian art form of Jaranan is an important part of the country's cultural diversity. However, the younger generation is losing interest in it due to the influence of foreign cultures and digital technology. Despite challenges such as a decline in members and lack of financial support, the Sanggar Jaranan Putro Manggolo Budoyo in Pacitan is working hard to maintain this art form. They created a video to engage young people, particularly those aged 15-18, in Jaranan dance.



## FINDING

The promotional video can provide various benefits for the Sanggar Jaranan Putro Manggolo Budoyo Pacitan, such as increasing public awareness and appreciation towards the Jaranan art form, expanding the audience reach through digital platforms, encouraging youth participation in the sanggar's activities, building a positive image and reputation for the sanggar, attracting support from relevant stakeholders, as well as documenting the sanggar's activities and achievements. With these benefits, the promotional video is expected to support the preservation and development efforts of the Sanggar Jaranan Putro Manggolo Budoyo in Pacitan.



## DESIGN METHOD

### EMPATHIZE

Understanding the situation and problems faced and encountered by art training center

### DEFINE

Determining the core problems currently being faced by the art performing center

### IDEATE

Generating Videos to become solutions for the problems faced by art performing center

### PROTOTYPE

Developing a plan or design based on the ideas that have been generated

### TEST

Testing the ideas generated as solutions for the studio's problems by presenting them to the target audience.



## GOALS OF THE RESEARCH

The goal of this research is to create an effective promotional video for the "Sanggar Jaranan Putro Manggolo Budoyo" in Pacitan, Indonesia, to increase the interest and awareness of the traditional art of jaranan among youth aged 15-18 years old. The key objectives are to understand the target audience's knowledge and interest, identify effective engagement methods, develop a video that highlights the art and the Sanggar's preservation efforts, and evaluate the video's impact on increasing the audience's interest and understanding. The aim is to help preserve the traditional jaranan art form by engaging the younger generation and fostering their appreciation for this cultural heritage.

## DESIGN PROJECT

Designing an interactive promotional video that engages the target audience of 15-18 year olds in Pacitan, Indonesia to raise awareness and encourage participation in preserving the traditional Jaranan art form through the "Sanggar Jaranan Putro Manggolo Budoyo" by incorporating interactive video elements, such as clickable hotspots and branching storylines, that prompt the audience to actively participate, such as watching Jaranan dance performances or learning about the Sanggar's activities, showcasing the unique aspects of Jaranan and the Sanggar's efforts to preserve this traditional art, and evaluating the video's impact in increasing the target audience's interest and willingness to get involved with the Sanggar with the goal of creating an immersive and interactive experience that inspires the audience to participate in preserving the Jaranan art form.

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