

DESIGNING MOTION GRAPHIC VIDEO AS A MEDIA SUPPORT TO WAYANG INFORMATION AT THE WAYANG MUSEUM JAKARTA

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Abstract: Wayang is an authentic Indonesian art performance inaugurated officially by UNESCO as masterpiece of the oral and intangible heritage of humanity in 2003. Various kind and amount of wayang in Indonesia must need a media to collect and conserve now and then. Museum is one of the appropriate media to keep and preserve it. There are four museums of wayang in Indonesia, one of them is Wayang Museum in West Jakarta that have more than 6,000 collections. Information about the collections in the museum is limited yet in serving information about the collection of wayang at the Wayang Museum. The information is less efficient, therefore it is difficult for visitors to understand them. According to previous case above, through observation result, literature review, interview, and analysis, the author considers an informative media, such as audio-visual equipment used in this research to make the visitors understand easily about the information given in the Wayang Museum. The author choose motion graphic as supporting audio-visual media in order to present the information briefly. This motion graphic wil focus on one of the story from the Surakarta Wayang Purwa characters which is Batara Guru character. Hopefully, motion graphic design can help the visitors obtain the information precisely about wayang collection at Wayang Museum in Jakarta.

Keywords: *Wayang, Museum, Motion graphic*

1. INTRODUCTION

Wayang is one of the traditional art in Indonesia and still known by society. Wayang performance is played by puppeter who controls puppet based on the choosen story on the show (Waluyo, 2011). UNESCO decided to listed wayang as one of masterpiece of the oral and intangible heritage of humanity and categorized into artefact because wayang is a result of human masterpiece in object form which can be touched, seen and documented (UNESCO, 2008). Indonesia has many museums with various types and must be preserved. Indonesia also has four museums that have wayang collection from different places with different types. One of the museum is Wayang Museum.

Wayang Museum that located in Jakarta, has 6.373 collections relating to puppetry *i.e.* puppet, mask, painting, gamelan orchestra, also puppet collections from other countries. Having in many collection, Wayang Museum can provide many and different informations. In Wayang Museum, there are two informative media provided, visual media on papers and digital media in front door of Wayang Museum.

Although the Wayang Museum has various collections and informations, there's still lack of visitor's awareness about display information that provided by Wayang Museum. The information is not effective and how to presenting information about the collections is less informative. Because the information is only presented through short text, thus it is quite difficult for visitors to catch up the information about the collections.

Based on the Museum's problem, the author will design an informative media in audio-visual format that will facilitate visitors to get information about the wayang collections in the Wayang Museum. By having audio-visual media, then visitors can get information in details and entertaining.

2. THEORETICAL BACKGROUND

2.1. Wayang

Wayang is a symbol of human life or "*wewayangane ngaurip*". Literally, wayang meaning shadow. However in the course of time in the community there are two senses of the puppets, The first: the purpose of the puppet stemmed from leather or other material carved beautifully into the characters, played by a puppeteer whose role is to dominate the show. Second: is defined as an aspect of art such as performances, theater arts, which means a stage performance. One of types of wayang kulit is wayang purwa. Wayang purwa derived from the material skin like leather puppets. What distinguishes wayang purwa with te other wayang is the function of the performance. Wayang purwa more expose education propganda, information and mass communication. (Sunarto, 2009)

Wayang Purwa has five general categories; giant class, which have a greedy character, knight class, which have an honest temperament and sincere, priest class which have a sacred character and wise, punakawan class, which have encouragement temperament, advice giver and giving instructions of simple life and Gods class which have a noble character. (Sunarto, 2009)

2.2. Communication

Information is data that has been processed, molded, or manipulated according to specific purposes. Data are facts that have been written in the form of notes or recorded into various forms of media (Amsyah, 2005)

Communication is a process of exchanging information between the two or more people through a sign system, symbols, gestures and behavior that already familiar. Communication objectives can be distinguished according to the meaning and how to be: identification, information, promotion and ambience (Safanayong, 2006)

2.3. Multimedia

Multimedia is a combination of text, images (graphic), audio, and video & animation delivered to your computer or manipulated digital and can be delivered and/or controlled interactively. (Binanto, 2010)

Motion Graphic is a technique which combines digital images, words, sound and video. Motion graphic combining the language of film, animation, and graphic design elements that have such different creative typography, illustration, logo, form, and video which then formed an animation that tells a story. (Boardman, 2005)

3. THE RESEARCH METHOD

Data collection is done by literature study, observation, interview, and data analysis. A literature study of the literature, related to communication theory, multimedia, animation and visual design communication.

Observations carried out by looking for the visual aspects of the data, museum environment, placement and position of the exhibit. Data observation will documented in pictures format, text and picture references through camera and then become reference in designing motion graphic.


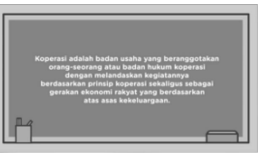
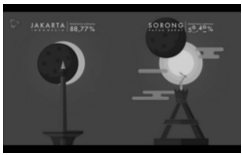
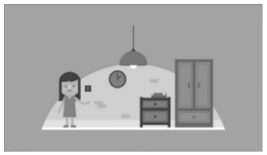





To get information about an event which cannot be observed directly, author will do an interview to Wayang Museum staff and Wayang expert. (Suwardikoen, 2013)

Data analysis was done using matrix analysis as comparative references in the motion graphic.

In developing motion graphic video, required comparisons matrix against similar applications with the intention of getting the conclusion of design approach especially in typography, illustration, color, animation, narrative, editing and duration. These are three motion graphic videos that used as comparison in designing motion graphic video for wayang information, as follows:

- a. *Perubahan Iklim* by Badan Pengelola Lingkungan Hidup Kota Bandung (Monoponik, 2014)
- b. *Hari Koperasi* by Dinas Koperasi, UKM, Perindustrian dan Perdagangan Kota Bandung (Monoponik, 2014)
- c. *Gerhana Matahari, Perjalanan Manusia Mengenal Semesta Melalui Sang Surya*, Virtual Interactive Kompas (VIK Kompas, 2015)

Table 5 Comparison Matrix of Motion Graphic Video

Analysis	<i>Perubahan Iklim</i>	<i>Hari Koperasi</i>	<i>GerhanaMatahari</i>
Typography	 <p>Typography used here is a kind of San Serif, where typeface has a clear legibility and readability. The target audience is the general public. Writing form is sentence case</p>	 <p>Typography used here is a kind of San Serif, where typeface has a clear legibility and readability. The target audience is the general public. Writing form is sentence case</p>	 <p>Typography used here is a type of San Serif , where typeface has a clear legibility and readability. The target audience is the general public. Writing form is uppercase</p>
Illustration	 <p>Illustration used is vector which known as a flat design. The presence of figures or objects as the main character.</p>	 <p>Illustration used is vector which known as a flat design. The presence of figures or objects as the main character.</p>	 <p>Illustration used is vector which known as a flat design. The presence of figures or objects as the main character.</p>
Colors	 <p>The colors used are more likely to bright colors such as bright blue as the primary color, white as text, and other bright colors for illustrations such as green, yellow,</p>	 <p>The colors used are more likely to soft colors. Blue-green as the base color, and dark blue color as the text color. Color illustrations tend to be colorful.</p>	 <p>The colors used is tend to be dark according to the theme which is the eclipse. Using white color as the text color, and illustrations using dark colors but still</p>

	orange.		visible.
Animation	Type of animation used is more likely on a frame-by-frame by using the principle of squash and stretch, slow in and slow out, arcs and timing. In addition, the video uses a parallel principle, where there is a main screen and a second screen on the back.	Type of animation used is more likely on a frame-by-frame by using the principle of squash and stretch, slow in and slow out, arcs and timing. In addition, the video uses a parallel principle, where there is a main screen and a second screen on the back.	Type of animation used is more likely on a frame-by-frame by using the principle of squash and stretch, slow in and slow out, arcs and timing. In addition, the video uses a parallel principle, where there is a main screen and a second screen on the back.
Narrative	There is a narrative every time illustrations and texts appear	There is a narrative every time illustrations and texts appear	There is a narrative every time illustrations and texts appear
Audio	Instruments with sound effects on each movement such as lightning, rain, etc.	Instruments with sound effects on each movement such movement appears text, bullet points, etc.	Traditional music instruments like <i>gendang</i> , marimba and Sound effects also on certain objects.
Editing	Using cut editing in which images transfer directly.	Using cut editing in which images transfer directly.	Using cut editing in which images transfer directly.
Duration	02:51 minutes (including credit and logo on the end)	03:32 minutes (including credit and logo on the end)	02:05 minutes (including credit and logo on the end)

Source : Personal Documentation

Based on the comparison matrix table above, it can be concluded that the motion graphics using vector illustrations, narrative voice over to describe topic, using colors that suit the theme, audio and sound effects on every display object. They using frame by frame animation, which means movements of objects in a video made with some frames for each movement. Moreover, experiencing editing process in form of cut where image movement occurs directly. The duration used in motion graphics is more than two minutes, includes information from data and also credit / logo of related parties.

4. RESULT AND DISCUSSION

4.1 Message Concept

This video will focus on one of the story from the Surakarta Wayang Purwa characters which is Batara Guru character.

The author choose the character of Batara Guru because several reasons, they are:

- Batara Guru is original wayang from Indonesia,
- Batara Guru is a highest character in puppetry, which is the level of Gods,
- Batara Guru is known as “King of King” because can command three realms or Triloka,
- Batara Guru was born in unique way, which is from an egg,
- Batara Guru has typical shape of wayang which others have not,

- f. From collection of Wayang Museum, Batara Guru wayang has a quite big size and specific placement in Wayang Museum.

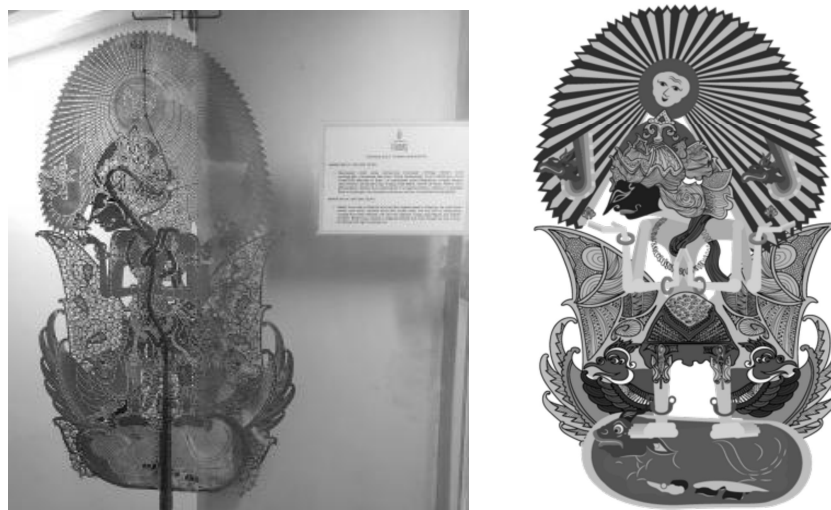


Figure 13 Batara Guru character, at the Wayang Museum (left), vector illustration (right)
Source: Personal Documentation

Beside of Batara Guru, there are also other characters in the story, they are Sanghyang Tunggal as his father, Batara Antaga and Batara Ismaya as his brothers.

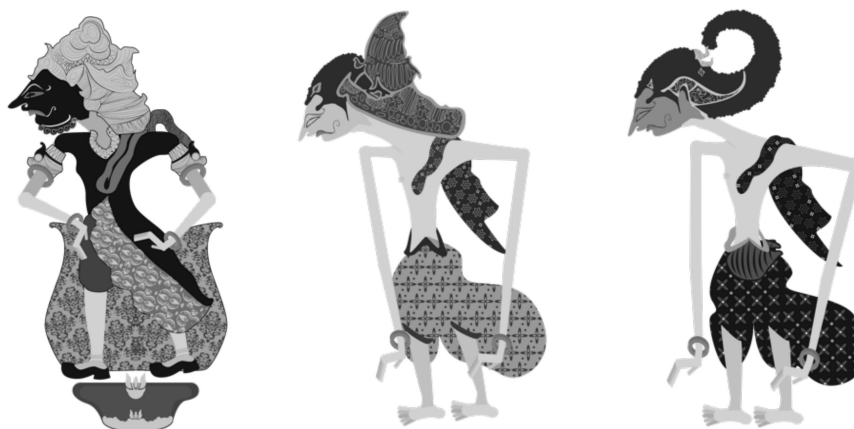


Figure 2 Characters of Sanghyang Tunggal, Batara Antaga and Batara Ismaya
Source: Personal Documentation

4.2 Media Concept

The final media delivered in mp4 format video using HDV PAL, with 1280 x 720 resolution. These videos can be played directly on a video player application like Windows Media Player, GOM Player, QuicTime, VLC and many applications. Such devices such as LED monitor touchscreen with a medium size will be put in place that is easily accessible and visible.

4.3 Creative Concept

- a. Pre Production's Process: Idea and theme of story arrangement, storyline arrangement, script arrangement
- b. Production's Process: characterization fitting based on script, creating animation
- c. Post Production's Process: composing, editing, rendering

4.4 Visual Concept

The author choose flat design styling illustration with contrast color that close to the original color of puppets. This style is chosen because it facilitates and simplify the form of puppet without changing the main elements of the puppets. Selection of typography results from analysis of the comparison matrix namely sans serif type, where its font has a simple shape and clear legibility. The author uses two fonts are Futura Medium Regular then will be used in title of the video and FuturaBk BT Book used for narration on the video.

4.5 Final Ouput Design

In this motion graphic video, there are two types of narrative info are used. The first narrative is a voice over which read in Bahasa Indonesia, and the second is a narrative text using English as the sub-title of motion graphic video especially for foreign visitors. Backsound music is a musical instrument with element of gamelan which then make the overall motion graphic video more interesting. Here are some screenshot results from the design of motion graphic video:

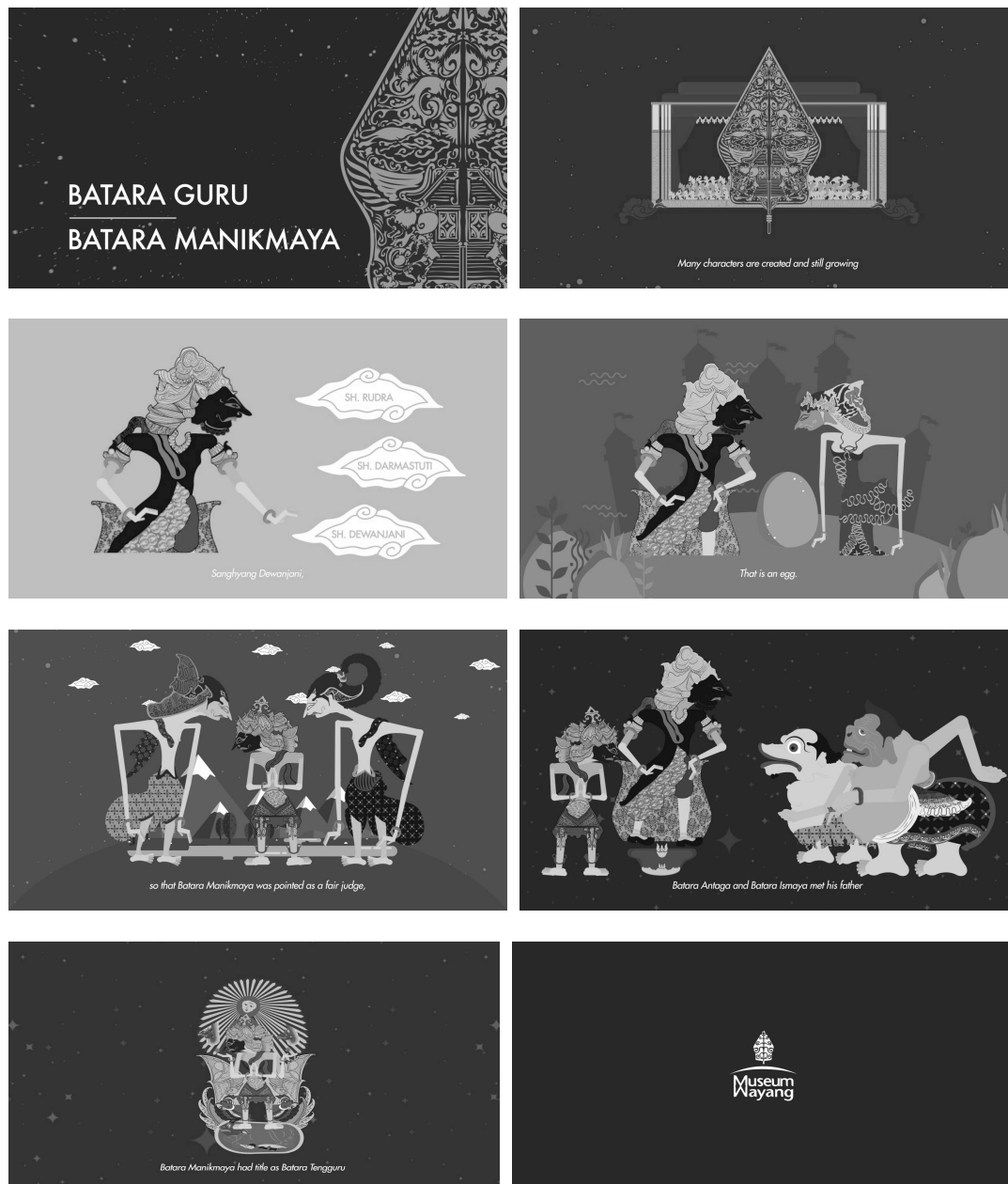


Figure 3 Scenes from Batara Guru Motion Graphic Video
Source: Personal Documentation

4.6 Device application

Examples of applying motion graphic video on touchscreen devices:



Figure 4 Touch Screen Monitor Display
Source: Personal Documentation

5. CONCLUSION

Based on the data above, the result of analysis and design implemented, it can be concluded that:

- a. Wayang Museum Jakarta has the most collections compares to others wayang museum in Indonesia. the collections are varied from local to international. In terms of presenting information about the collection, Wayang Museum can not satisfy the visitors who want to get more information. The information presentation is only title of the collections and short description of common story. The information using paper that placed next to the collection. The digital media in the museum, located at the entrance that visitors often miss it.
- b. Informative media in form of audio-visual media can present information concisely and briefly or informative (seeing and hearing) to visitors. Visitors get information in detail through motion graphic video about wayang with narrative in writing form and voice over.
- c. Author has designed a motion graphic video that shows a story of Batara Guru puppet character. The story contains a moral value or implied advice with audience target in age of 20 to 25 years, students and society particularly in Jakarta.
- d. In designing motion graphic using flat design illustrations visual approach, that using contrast colors and sans serif typography which is easier to read. The motion graphic also contains narrative content in voice over audio and text subtitle which help audience to understand content of the video. In addition, there are musical instruments as backsound and some sound effects.
- e. Hopefully this motion graphic video can facilitate audience or visitors to get information about collection of puppets in Wayang Museum.

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