



2D ANIMATION INTRODUCTION TO ENGAGEMENT CUSTOMS IN THE SRESEH SAMPANG MADURA

Halimatus Sa'diyah¹, I Ketut Sutarwiyasa², I Wayan Adi Putra Yasa³

^{1,3}Teknik Informatika, Teknologi dan Informatika, Institut Bisnis dan Teknologi Indonesia

²Desain Komunikasi Visual, Bisnis dan Desain, Institut Bisnis dan Teknologi Indonesia

Email: ¹halimahdiyah186@gmail.com, ²sutarwiyasa@instiki.ac.id, ³adipyasa@instiki.ac.id

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Abstract:

Purpose : This study aims to produce a 2D animation to introduce Madurese engagement customs by providing information about the requirements, meaning, process, and taboos of Madurese engagement customs. This study aims to increase interest in the engagement customs procession, especially in the Sreseh Sampang Madura area. Based on the results of observations, the lack of interest and understanding of teenagers in the Sreseh Sampang Madura area towards this engagement custom is due to the lack of media that provides this information.

Research methods : The solution to this problem is to collect data using primary and secondary methods. The results of this data collection are used to create 2D animations by displaying the meaning of engagement customs in Madura according to local customary experts.

Findings : The results of the 2D animation test showed that the information about the meaning of the engagement customs conveyed through the animation was clear and easy to understand. This animation is also in accordance with the target segmentation of the age of 17-23 years among teenagers in Sreseh Sampang Madura and has succeeded in attracting their interest in knowing the meaning of customs in the area.

Implications : This animation is considered worthy of increasing insight and making teenagers of Sreseh Sampang Madura interested in learning the meaning of the local customs conveyed.

Keywords: Adat, pertunangan, animasi.

INTRODUCTION

Madura island is located in the northeast of Java, bordering the Java Sea. The island's rich maritime history has had an impact on the way of life and traditions of the Madurese people. The Madurese people have strong traditions and customs, although each region has different customs.

One of the customs that is still practiced today is the engagement tradition. In Madura, there are 4 districts, namely Bangkalan, Pamekasan, Sumenep, and Sampang, which still practice the engagement tradition. However, specifically the people in Sreseh village, Sampang district, Madura, do not have an adequate understanding of the importance of the symbolic meaning of the engagement tradition. So further efforts are needed to improve the understanding and sustainability of the engagement tradition among the people of Sreseh village, Sampang, Madura.



According to Mr. Ahmad Faruq the village head of Sreseh Sampang Madura, the view of Madurese customs has changed in the last few decades. Many parents respect the engagement customs and see them as an inseparable part of cultural diversity in Sreseh Sampang Madura, however, many teenagers in the Sreseh Sampang Madura area do not respect the existing engagement customs. Differences in perspective and assessment of customs are also different, which can trigger conflicts between children and parents. Madurese customs are considered a heritage that must be carefully guarded and treated with pride by the Madurese community.

Based on the questionnaire data, around 82.7% of the sample from the Madurese population aged 17-25 years, especially in the Sreseh Sampang Madura area, consists of the young generation who have a limited understanding of traditional customs, especially their engagement customs. This percentage reflects the urgency to improve the understanding of the Madurese community regarding the engagement tradition which is an integral element of their culture and identity. Based on an interview with Mrs. Munadiroh a traditional expert in the village of Sreseh Sampang Madura, it was concluded that this ignorance can be reflected in minimal participation in the engagement ceremony, difficulty understanding the symbolic meaning involved, and a lack of appreciation for the values contained in this tradition.

The percentage of ignorance of the Madurese people regarding the meaning of the Madurese engagement tradition also reflects the challenges in maintaining and passing on their ancestral culture and traditions. Many young Madurese are more influenced by global pop culture and modernization, so they experience a lack of exposure and knowledge regarding local traditions. Therefore, stronger efforts are needed in education and increasing cultural awareness to convey the significance and values of the Madurese engagement tradition to the younger generation, so that this cultural heritage remains alive and relevant in the modern context.

Animation as a communication medium is currently one of the media that is widely used as an educational medium. Animation has the advantage of making it easier to convey messages or information because it contains imaginative audio and visuals making it easy to understand [1][2]. Another advantage of animated media is that the delivery of material can be done more concretely, can be played repeatedly, and is a medium that is often used to convey information in the current digital era [3][4]. Animation is used to visually depict the full meaning of Madurese engagement customs, including the symbolism and messages contained in the rein. With animation, Madurese people can observe every step of the engagement ceremony, listen to audio explanations explaining the significance of each action, and see in detail how the engagement customs are carried out and the meaning contained in the Madurese engagement customs.

The main advantage of animation is its ability to convey information in a way that is easy to understand, interesting, and able to increase understanding, and awareness and change attitudes of the target audience [5]. In animation, important aspects of the engagement tradition can be highlighted and emphasized creatively, making it easier to understand for people who are not familiar with the tradition. In addition, animation also has a high visual appeal, which makes it more interesting and memorable for the audience. With a creative and interactive approach, animation can be an effective tool to educate and provide a deeper understanding of the Madurese people about the cultural values and traditions in their engagement tradition.

RESEARCH METHODS

This study began with the collection of data related to and relevant to the design of animated videos about engagement customs in Madura. The data used are primary data and secondary data. Primary data was obtained by interview methods with related informants, namely village heads and experts on customs in Sreseh Sampang Madura regarding existing problems and the meaning of Madurese engagement customs. Direct field observations were also carried out to find out the problems in more depth, in addition, a questionnaire was also carried out to determine the level of understanding of respondents regarding the meaning of Madurese customary engagement. The questionnaire was distributed to Madurese teenagers aged 17-25 years. Secondary data was also used to support research obtained from documentation and literature studies of relevant data to support research. The process of designing animated videos was carried out through three stages, pre-production, production, and post-production [6]. The results of the animated video design will later be tested and distributed to target audiences.

FINDINGS

The process of designing an animated video about Madurese customs is carried out in a structured manner, divided into 3 stages, namely pre-production, production, and post-production.

Pre-production

Idea

In this design, the topic was the introduction of engagement customs in the Sreseh Sampang Madura area using a 2D animation approach. This animated video raises the theme of learning and information, the content contained in this video is a simple and informative video for the people of Sreseh Sampang Madura. The animation of engagement customs in Sreseh Sampang Madura was designed, to focus on ease of understanding and information. The content is arranged simple, creative, and informative way, containing explanations and images. The aim is for local people to easily understand the terms, processes, meanings, and prohibitions in engagement customs in Sreseh Sampang Madura.

Design

In designing the creation of this 2D animation video, hardware with the following specifications is used: Intel(R) Core (TM) i5-5250U CPU @ 1.60GHz 1.6 GHz, Windows 11 64-bit, Nvidia GeForce MX130 6 GB, 1 TB SSD, 8 GB DDR4 Ram, 14-inch Full HD, 60Hz, Realme Earphones. In addition, software used for the production process such as Adobe After Effects, Adobe Photoshop, Adobe Audition, and Adobe Premier Pro.

Script

The script is a reference in the animation creation process so that it remains on the concept and design idea. The script is the basis for the next development process until it reaches the animation creation stage.

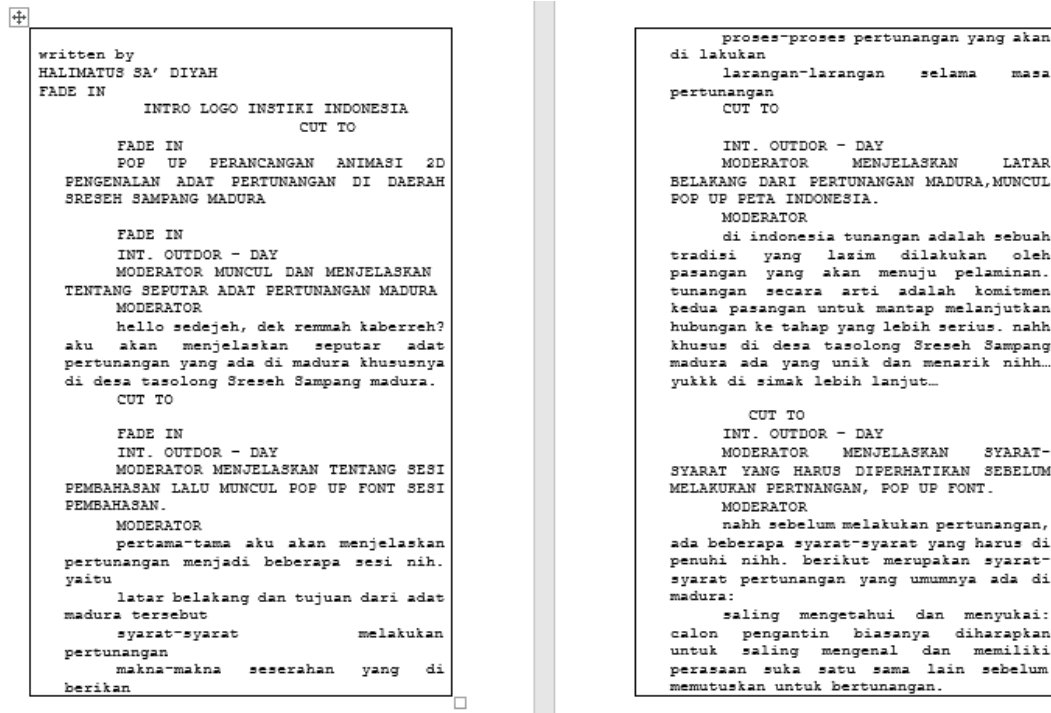


Figure 1. Madurese Engagement Customs Animated Video Script
[Source: Writer, 2024]

Visual Concept

The visual concept of this video is simple and informative, using bright colors to add a cheerful impression and facilitate understanding. The colors used are adjusted to the Madurese engagement customs by considering the elements of culture, tradition, and meaning contained in the ceremony. The use of sans serif fonts that will be used in this animation were chosen for reasons of good readability on digital screens and making it easier to convey information, a modern and clean appearance that supports a minimalist style, and design flexibility that ensures this font remains easily recognizable in various sizes and distances. The animated video format with a 16:9 ratio was chosen to support wide compatibility across devices and platforms, provide a wider view, and be in line with industry trends and modern audience preferences. These illustrations and animations use vector-based flat design illustrations to highlight a simple and easy impression to increase the audience's understanding of the information conveyed.

Storyboard

A storyboard is needed as a shadow or general description related to planning the introduction of engagement customs in the Sresesh Sampang Madura area and will be produced later. This process changes the script or text that is made into an arrangement of images as a basic reference in the animation process[7]. Storyboard makes the animation creation processing easier, clearer, more focused, and more directed [8]

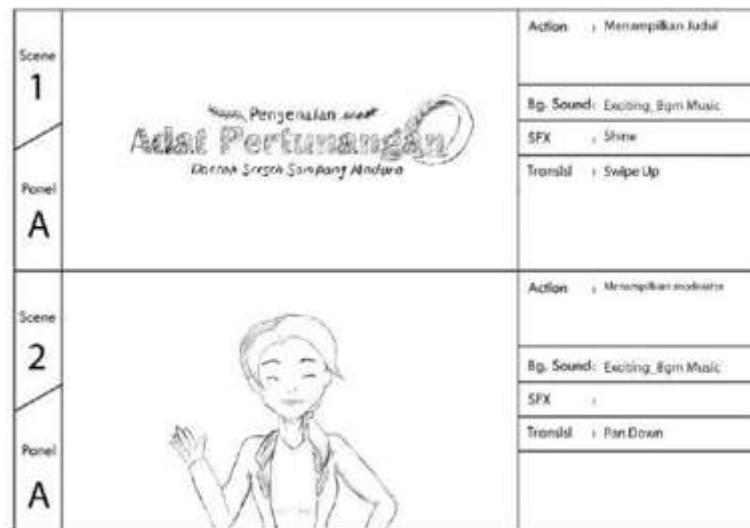


Figure 2. Madurese Engagement Customs Animated Video Storyboard
[Source: Writer, 2024]

Production

Dubbing

This sound recording process requires a tool used to record sound such as a recording application on a smartphone and a microphone. Next, is making changes and improvements to the sound using a sound processing application. Improvements and changes are made to reduce noise and increase the pitch of the sound to make it sound more interesting.

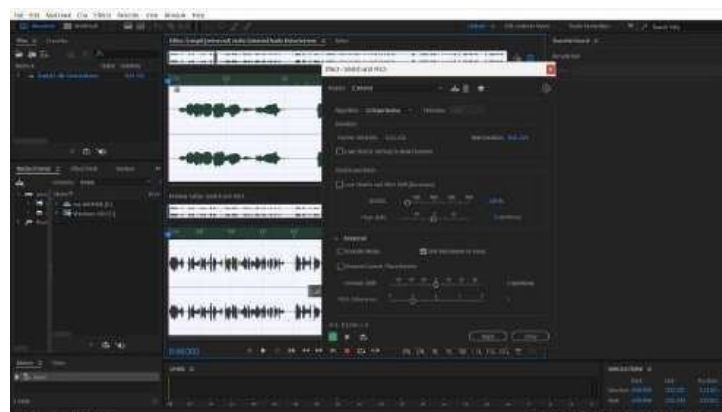


Figure 3. Editing sound and dubbing animated video Madurese Engagement Customs
[Source: Writer, 2024]

Layout

The layout of the animation work display is made with 1920 px wide and 1080 px high format, with a frame rate of 29.97 fps which is done in Adobe After Effects. This work area will later be where the characters, backgrounds, properties, and sounds become one.

Modeling

In this process, a character that was previously created in the pre-production stage is formed. The modeling process is carried out in Moho Studio Animation software.



Figure 4. Madurese Engagement Custom Animation Character Modeling
[Source: Writer, 2024]

Rigging

Rigging is the process of providing bone structure to a modeling object to facilitate movement of the object [9]. This technique is used to assist in the animation process.



Figure 5. Madurese Engagement Custom Animation Video Rigging Process
[Source: Writer, 2024]

Animation Process

The animation process is objects or characters starting to move and being combined with background assets and other supporting assets in one layout or work area.



Figure 6. Madurese Engagement Custom Animation Process
[Source: Writer, 2024]

Post-production

In the post-production process, all the scenes have been created and then composed (combined) using Adobe Premiere software. In addition to scene unification, audio such as dubbing and background music are included in this process. Transitions or editing are also added for transitions between scenes.



Figure 7. Compositing and Editing
[Source: Writer, 2024]

After that, the final rendering process is carried out to produce a high-quality 1080p HD .mp4 file as the final video file.

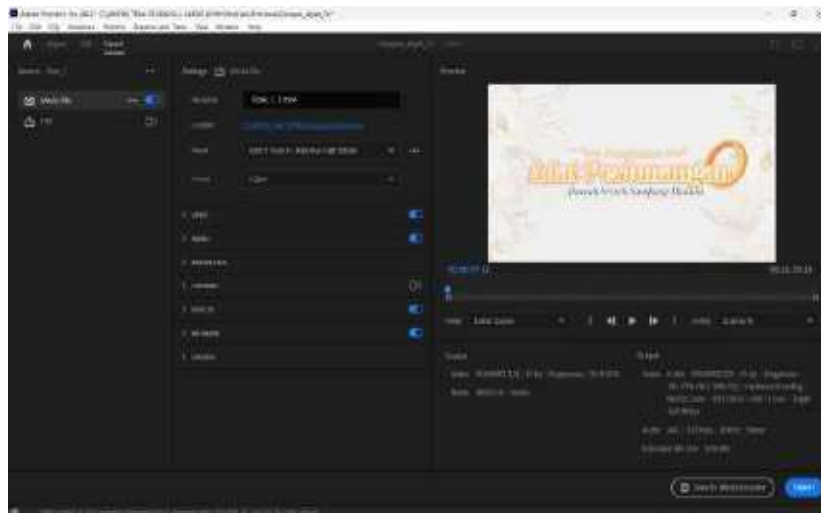


Figure 8. Animated video rendering of Madurese Engagement Customs
[Source: Writer, 2024]

After the production process is complete, the results of the 2D animation footage of the engagement tradition in Sreseh Sampang Madura are as follows based on the scene division:



Figure 9. Scenes 1 and 2 of the Madurese Engagement Traditional animation
[Source: Writer, 2024]



Figure 10. Scenes 4 and 7 of the Madurese Engagement Traditional animation
[Source: Writer, 2024]



Figure 11. Scenes 10 and 11 of the Madurese Engagement Traditional animation
[Source: Writer, 2024]



Figure 12. Scenes 17 and 20 animations of Madurese Engagement Traditions
[Source: Writer, 2024]

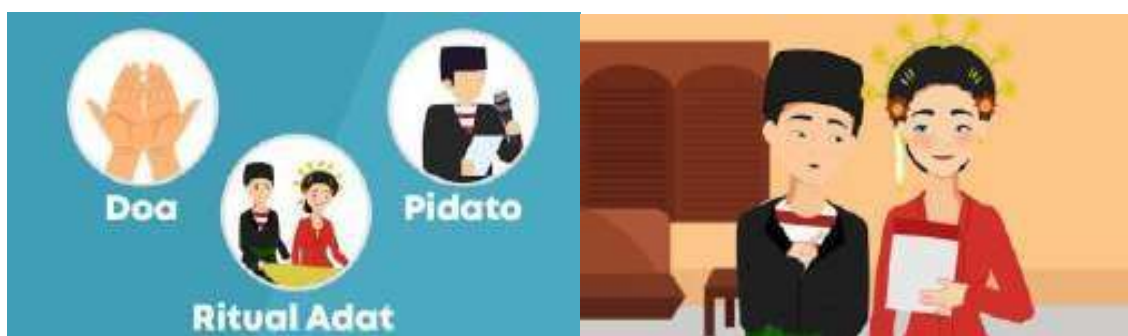


Figure 13. Scenes 27 and 29 animations of Madurese Engagement Traditions
[Source: Writer, 2024]



Figure 14. Scenes 31 and 32 of the Madurese Engagement Traditional animation
[Source: Writer, 2024]

CONCLUSION

After the film-making process was completed, the following conclusions can be drawn:

1. The process of the stages of realization in this planning went through three stages namely, Pre-Production, Production, and Post-Production
2. This animated video uses a simple concept so it is easy to understand by the audience.
3. The results of the 2D Animation test of the Introduction to Engagement Customs in the Sreseh Sampang Madura Area through the distribution of questionnaires to the relevant community in the Sreseh Sampang Madura area as many as (159) respondents. The result was that 96.2% of respondents thought the animated video was categorized as "very good". Make it worthy of being distributed to the community

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