

ABSTRACT

INTRODUCTION MARTIAL ARTS OF CIMANDE WITH COMIC MEDIA

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Cimande is one of Indonesian martial arts originated from Bogor, that has been found since the 1780. Aside of teaching self-defense, Cimande also teaches theology, physical exercise, art and culture as well as signature moves by incorporating a method of strengthening bones that distinguishes Cimande with other Indonesian martial arts.

Based on the results of data analysis that was done by the writer, many youths particularly in Bogor have very little knowledge about Cimande martial arts. Many others have not heard or even know the existence of Cimande. As there have been very few, even close to none media that provides information about Cimande caused today's young generation becoming less familiar with no interest to learn and preserve Cimande.

Looking at references on martial arts in other countries, KungFu for example, was presented to younger generation in a fun and attractive way which encourages them to want to learn it. A variety of social media platforms were used, from films, animations, games, comics, etc. Other than entertaining, it also has education values about KungFu that the younger generation starting to recognize and appreciate more of their culture.

There should be a media platform to introduce and promote Cimande martial arts as explained on the paragraph above. Indonesian comic industry has been growing rapidly with teenagers' age 13 – 18 years old as the largest consumer. In order to introduce Cimande in a suitable manner to the main target market that is teenagers, the scheme of media comics have been chosen and to be applied in presenting this last project.

Keywords: Introduction, Cimande, Media, Comic