

ABSTRACT

Folk song is one of traditional art that started fading away by pop song. Banten is one of province that the folk song is not familiar or heard by their own people, one of Banten's folk song "Yu Ragem Belajar" that came from phenomenon of low public awareness of interests in study and living with honesty without deceive others people with their artifice or knowledge that they own. Message in that song is good to be delivered to society, especially to Banten's adolescents as successor of the nation's generation and Bantenese it self to knowing existence of Banten's folk song. Therefore is a need to made a media to introduce Banten's folk song so it can be better known and drew more interest by society especially Banten's adolescents. Video clip is media that be able to visualization song's content and can be a mild promotional media to delivered to society, on the other hand motion comic is a rare and unique visual messenger media, with motion comic as visual messenger of story from the song's content of "Yu Ragem Belajar" in to video clip, therefore are expected to introduce one of Banten's folk song, give alternative media to enjoy folk song, and grown public interest to recreate other local arts in to something new so it does not forgotten and be able to keep up with the times.

Keywords: folk song, video clip, motion comic