

ABSTRACT

Muhamad Rizky Ramadhan, 1604194060, 2023, Visualization of Sundanese Borangan Terms Through Medium Video Art, “Thesis: Fine Arts Study Program, Faculty of Creative Industries, Telkom University”.

Borangan is a Sundanese term to describe someone who has a cowardly nature. Over time, this trait grows and evolves with increasing age. In this case, the fear experienced by the author is the background for choosing the word “Borangan” for the foundation in making this thesis as a representation of the culture of the Sundanese people, most of whom feel afraid in several ways before they try it. The purpose of making this thesis work is to be able to visualize the nature of “Borangan” to audiences through the medium of video art.

Keywords: Borangan, Video Art, Psychology, Culture