

ABSTRACT

The Nyiramkeun tradition of the Talaga Manggung Royal Heritage is an annual tradition that has been carried out for generations by the Talaga community by bathing the relics of the Talaga Manggung Kingdom as a tribute to ancestral heritage and a gathering place for families of descendants of the Talaga Manggung Kingdom. The lack of outreach to the younger generation on TikTok social media is a problem faced by the Talaga Manggung Simbar Kantjana Foundation as the manager of the Nyiramkeun tradition. Through interviews, observations, questionnaires, and document studies, it is found that the Nyiramkeun tradition is not well known by the younger generation and the Talaga Manggung Simbar Kantjana Foundation has not maximized the use of social media that is relevant to the younger generation, especially Gen Z, to introduce the Nyiramkeun tradition. Therefore, the purpose of this final project design is to be able to disseminate the Nyiramkeun tradition by maximizing the use of TikTok social media to Gen Z in Majalengka Regency. The design concept uses a visual storytelling approach with three parts, namely opening, content, and thematically structured to convey information with structured and directed images and storylines in a short time. TikTok is the chosen social media because with a video feature format with 10 short videos, it can introduce Nyiramkeun more effectively to Gen Z. Script and storyboard design techniques that can package the story as a whole and informative are needed so that the content of the message of this video feature design can be delivered on target.

Keywords : *Nyiramkeun, TikTok, Script, Storyboard, Feature*