

ABSTRACT

Nyiramkeun is a tradition of cleaning relics from the Talaga Manggung Kingdom in Talagawetan Village, Talaga District, Majalengka Regency. Departing from the main problem where the average age of the Talaga Manggung Simbar Kantjana Foundation manager is above 35 years old and does not keep up with the times, the design of this work is important to determine the right choice of medium and platform so that Nyiramkeun can be disseminated, especially for Generation Z. The data in this design was collected using document study techniques, interviews, observations, and questionnaires. The data collected was then analyzed using the content analysis method. The results of this design show that the right form of medium is video feature. Meanwhile, the right platform is TikTok social media. The author acts as a video editor who is responsible for assembling images and sounds, then doing color grading, working on audio mixing, and adding motion graphics to become a complete story.

Keywords : Nyiramkeun, Editing, Feature Video, TikTok.