

ABSTRACT

Storyboard Design for Animation Regarding the Introduction of Singa Depok Art and also the myth about the Guardian of Mount Malabar for children. Visual Communication Design Study Program. Faculty of Creative Industry. Telkom University Bandung.

Sisingaan or known as Singa Depok is an art tradition from West Java that originated in Subang where sisingaan was used as a form of rebellion by the community against the colonizers, over time this tradition spread to several areas including Baros village. This tradition is a history that has been maintained and preserved by the community to this day, but this tradition has stagnated and has a lack of enthusiasts in the digital era. This can be overcome by using new media to preserve the sisingaan culture, one of the new media that can help this effort is animation. Animation is one of the popular media in the digital era and can convey information even to children. Animation is also often used as entertainment or to convey a story to advertise products or services. This makes animation very popular and easy to understand by the community. Many old distribution media such as radio, television, and newspapers are now not very popular. So in an effort to preserve culture, it is important for culture to follow the flow of technological developments, one of which is by adopting new media. In designing this animated background, data is needed that will be used as a reference point in creating a storyboard that can be accepted by children. in accordance with the data sought through observation, interviews conducted in the Baros Tourism Village also raised one of the myths, namely about the Guardian of Mount Malabar. In order to introduce it to children.

Keywords: Sisingaan , Singa Depok, Culture, Myth, Baros Tourism Village