

ABSTRACT

Nyiramkeun is a ritual of bathing sacred heirlooms, a tradition inherited from the Talaga Kingdom. It is conducted to honor the ancestors of the Talaga Manggung Kingdom and serves as a means of fostering kinship among the royal descendants. Presenting a feature video about the Nyiramkeun tradition on social media platforms, especially TikTok, to promote Nyiramkeun to Generation Z is the primary challenge faced by the Talaga Manggung Simbar Kantjana Foundation, the governing body of the Nyiramkeun tradition. Based on research involving interviews, observations, questionnaires, and literature reviews, it was found that the awareness of young generations about the Nyiramkeun tradition is still relatively low. Moreover, the Talaga Manggung Simbar Kantjana Foundation has not fully utilized the potential of social media to introduce this tradition to Generation Z. Therefore, the Talaga Manggung Simbar Kantjana Foundation requires an official medium to introduce the Nyiramkeun Tradition. The most suitable and relevant medium for promoting the Nyiramken culture to Generation Z is TikTok. Thus, the main objective of this final project is to promote the Nyiramkeun tradition to Generation Z through the TikTok social media platform. This makes camera arrangement play a significant role in conveying cultural messages through visuals. The results of the analysis show that the camera arrangement in this feature video utilizes various techniques such as framing, angle shot, movement, and lighting, which effectively reinforce the cultural narrative intended to be conveyed. Therefore, this design aims to examine camera arrangement in creating feature videos that raise the theme of Nyiramkeun Pusaka of the Talaga Manggung Kingdom through TikTok social media. In this design, the designer as a camera operator is expected to provide a deeper insight into the importance of camera arrangement in making short videos, as well as contributing to the development of cultural content production techniques through TikTok social media.

Keywords: Camera Arrangement, Feature, Nyiramkeun, TikTok.