

ABSTRACT

Huda Hilal Nurrahman, 1604210058, Year 2025, Tembuni Tradition in Modern Perspective: Existence in the Form of Short Films, “Final Project: Fine Arts Study Program, Faculty of Creative Industries, Telkom University”

The Tembuni tradition is one of the cultural rituals of Sundanese society that is full of spiritual meaning and symbolism, especially in the context of birth and respect for the baby's placenta. In the dynamics of modernization and globalization, this tradition has begun to lose relevance in the eyes of the younger generation who are more rational and scientific. This final project seeks to re-explore the spiritual values in the Tembuni Tradition through the medium of a short film, which is expected to bridge the gap in understanding between the older and younger generations. A visual approach inspired by the work of short film artists such as Wregas Bhanuteja, Naomi Kawase, and Martin McDonagh is used to build a reflective, symbiotic narrative. The film does not simply re-record the ritual, but presents a cinematic interpretation that raises awareness of the importance of continuing cultural heritage. Through a combination of contemporary visual techniques and rich local meanings, this work is expected to be a form of awareness as well as an effort to preserve culture in an ever-evolving digital landscape.

Keywords: Tembuni tradition, short film, spirituality, modernization, Sundanese culture