

ABSTRAK

Huda Hilal Nurrahman, 1604210058, Tahun 2025, Tradisi Tembuni Dalam Perspektif Modern: Eksistensi Dalam Bentuk Film Pendek, “Tugas Akhir: Program Studi Seni Rupa Fakultas Industri Kreatif Universitas Telkom”

Tradisi Tembuni merupakan salah satu ritual budaya masyarakat Sunda yang sangat akan makna spiritual dan simbolisme, terutama dalam konteks kelahiran dan penghormatan terhadap ari-ari bayi. Dalam dinamika modernisasi dan globalisasi, tradisi ini mulai kehilangan relevansi di mata generasi muda yang lebih rasional dan ilmiah. Tugas akhir ini berupaya mengeksplorasi kembali nilai-nilai spiritual dalam Tradisi Tembuni melalui medium film pendek, yang diharapkan mampu menjembatani jurang pemahaman antara generasi tua dan muda. Pendekatan visual yang terinspirasi dari karya seniman film pendek seperti Wregas Bhanuteja, Naomi Kawase, dan Martin McDonagh digunakan untuk membangun narasi simbolis yang reflektif. Film ini tidak sekadar merekam ulang ritual, tetapi menghadirkan tafsir sinematik yang menggugah kesadaran akan pentingnya melanjutkan warisan budaya. Melalui perpaduan teknik visual kontemporer dan kekayaan makna lokal, karya ini diharapkan menjadi bentuk kesadaran sekaligus upaya pelestarian budaya dalam lanskap digital yang terus berkembang.

Kata Kunci: Tradisi Tembuni, film pendek, spiritualitas, modernisasi, budaya Sunda

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