

**CREATING A PROMOTIONAL VIDEO FOR SANGGAR
WAYANG WAWAN SONDAKAN IN SURAKARTA**



FINAL ASSIGNMENT

A Partial Fulfilment of the Requirements for the Applied Foreign Language

Bachelor Degree

By

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**APPROVAL SHEET
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SANGGAR WAYANG WAWAN SONDAKAN
IN SURAKARTA**

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This is to certify that thesis is definitely my original work. I am completely responsible for the content of this thesis. Other writers opinion or finding included in this project are quoted or cited in accordance with ethnical standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

Semarang, October 4th, 2023

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Author

ABSTRACT

Leather puppet is a cultural heritage of the nation that has survived from time to time by experiencing changes and developments. As time goes by, the preservation of shadow puppets is getting faded, the whole community, especially the younger generation, has now followed the development of a modern era. The Wawan Sondakan leather puppet studio in Surakarta is the target of researchers to help promote the studio and leather puppet, as well as a form of appreciation for the preservation of cultural arts. Purpose of this final project is to explain the importance of making a promotional video for Wawan Sondakan puppet studio, and to describe the process of making a promotional video for Wawan Sondakan puppet Studio. In conducting this final project research, researchers used methodology R&D from Sugiyono. In the promotional video we created, there are various information about Surakarta, art culture, about the studio, the origin of puppets, the difference between shadow puppets and other puppets, the process of making puppets. The data collection from Sugiyono there are 10 steps, but researchers only use 8 steps because the researcher's product is not a mass product, therefore it does not require the same product trial several times. The 8 steps include potential and problem, collecting data, product design, design validation, design revision, product trial, product revision and last is final product. The result of this research is a promotional video to promote the puppet making business and the wayang wawan sondakan puppet studio.

Keywords: Sanggar wayang, Leather Puppet, Media promotion

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