

ABSTRACT

Gustia, Wildan. 2015. *Perancangan Media Penunjang Pembelajaran Pupuh Bagi Siswa SMP*. Tugas Akhir. Konsentrasi Desain Grafis. Program Studi Desain Komunikasi Visual. Fakultas Industri Kreatif. Universitas Telkom

Indonesia has a lot of cultural diversity, i.e. literary work. Literary work that appears reflects the social situation of the people who created it. For example at a time when most of the Sunda region was colonized by mataram in the early 17th century, the form of Sundanese literature was influenced by literature and Javanese culture. One example of the Sundanese literature influenced by Javanese culture is a *Pupuh*. Over time, *Pupuh* became the subject matter on local content in elementary school and junior high school.

However, the slow learning media development and the lack of the use of language in everyday life make students difficulty to understand the content of the *pupuh* and the rules of a *pupuh*. Based on data obtained from methods i.e. interview, observation and study library, required supporting media learning can grow students to more easily understand the contents and rules of *pupuh*.

The way to do that is to make the mobile application of supporting learning *pupuh* because this media is considered fairly close and well liked by students. Through the applications students can listen to the audio of a *pupuh* and see a visualization of the *pupuh*. In the end the *pupuh* will be more easily understood by students either rules or contents of a *pupuh* are presented.