

ABSTRACT

Adieta, Akbar Yanuardo. 2016. Introduction of Bangka Belitung province Dambus arts through the medium of motion graphic information. Thesis. Visual Communications Design Studies Program. Faculty of Creative Industries. Telkom University.

Dambus It's a musical art that is often used for traditional ceremonies or for mere entertainment. Named Dambus art because art is composed of musical instruments, songs and dances Dambus itself. Dambus musical instrument is a traditional musical instrument Bangka Belitung made of wood that resembles a guitar with the characteristic head-shaped Dambus deer head. Formerly art Dambus widely encountered in traditional events Bangka Belitung, but along with the times popularity of art Dambus began to recede and eliminating the values of content, function and meaning of art Dambus. In the modern era like today, media information easily available, there are many ways to introduce and provide information to young people about art Dambus. One of them uses the media information that can attract young will Bangka Belitung in the form of animation Motion graphics. Data collection methods used in this design is to use observation, interview, literature and audio-visual equipment and then analyzed by the approach of ethnomusicology. From the results of motion graphic design art dambus it was concluded that the introduction of Dambus through motion graphic art is an attempt to introduce and provide information about the value - the value of art Dambus so that young people today know the contents, functions and meanings contained in Dambus art. With recalls art Dambus in young people today is expected to add enthusiasm and attention to the art of the region, especially the arts Dambus Bangka Belitung

Keywords: Dambus, media, information, Motion graphic