

## ABSTRACT

### DESIGNING A PROMOTIONAL VIDEO OF CIREBON ART

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Cirebon is an area with the deeply rooted cultural heritage of Walisongo. But few of many Cirebon arts still survives in the globalization era like today, several are endangered and many are extinct, including some of Cirebon's endangered arts, *gamelan renteng*, *angklung bungko*, *acrobatic genjring*, *genjring rudat*, *pantun rajah*, and *macapat song*. This phenomenon took place due the lack of awareness of the society, especially the younger generation and the Cirebon government itself.

This paper discusses the promotional video design that exposes the endangered Cirebon arts, focusing on Pantun Rajah as the main project. aims to be a pioneer of preserving endangered art. This is urgent due the islamic values within Cirebon arts as an ancestral heritage that must always be preserved.

This design research includes data collection, data analysis, creative strategies, promotional strategies, and designing all preproduction needs such as story lines, storyboards, video scripts, scripts, mood boards, production schedules, screening schedules, and budgeting. Hopefully this promotional video will endorse the preversation of Cirebon arts.