

ABSTRACT

PROMOTIONAL DESIGN OF WAYANG KAMASAN PAINTING THROUGH WEBSITE AND AUGMENTED REALITY

By: Putu Tasya Pratiwi Utami

NIM: 1601174391

Wayang Kamasan painting is a traditional art that developed in Kamasan village, Klungkung. This classic painting of Wayang Kamasan has very distinctive, unique and detailed characteristics. In making wayang Kamasan paintings, they are bound by standard rules and standards. Many of the stories painted in the Kamasan style contain artistic elements and philosophical meanings taken from the Ramayana and Mahabharata as well as Panji stories which are often used as enlightenment and represent of human life and contain virtues. In the current digital era, the Wayang Kamasan painting is starting to be forgotten by young people because it seems old-fashioned, boring and enjoying it can only be done through artwork on canvas or visiting the museum directly. Meanwhile, the younger generation now prefers to access multimedia technology, for example social media such as Instagram which can present and share images, videos, text and others, in addition to the interesting features such as filters to try and share. The phenomenon that has occurred so far is due to the lack of information provided and promotion of wayang kamasan. From this phenomenon, website and augmented reality were made as interactive media that can help provide information and promote wayang kamasan painting. In obtaining supporting data for website design and augmented reality, several methods were used, such as observation, literature study, questionnaires and interviews.

Keywords: Wayang Kamasan, Augmented Reality, Bali