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Creation of Make-Up Tutorial Video (Body Painting) Based on 3D Warok Boy Character to Introduce Traditional Culture

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ABSTRACT

Reog Ponorogo is a work of traditional art (performance art) that is full of aesthetics. Reog art consists of the Dhadhak Peacock, Bujangganong, Jathilan, Klono Sewandono and Warok dances. The figure of Warok in the Reog tradition is currently problematic because the figure of Warok who used to serve as a shield for the Reog community has now changed his role to become a dancer like a wayang orang warrior dancer. This shift in Warok's function. This research focuses on the revitalization of the Warok figure or figures. Warok is one of the dancers in the art of Reog. With previous depictions of Warok characters in the world of performances, sometimes we are asked to present figures who are closer to the Warok character, even though in reality quite a few dancers or warok roles are played by players who do not match the character (body, face and posture) of Warok. This phenomenon encouraged researchers to create video tutorials for Warok character make-up (body painting) based on 3D make-up as an effort to introduce traditional cultural values in 5.0 Era. The aim of this research is to create a video tutorial for Warok character make-up (body painting) based on 3D make-up. The research method uses the Four D research and development (R&D) model, which is collaborated with the art creation method. Data collection techniques and data analysis techniques use qualitative and quantitative techniques. The result of this research is that the presence of 3D-based character make-up videos can attract the younger generation to learn and explore Reog art.

INTRODUCTION

Current technology developments in various aspects of life have brought us into a new civilization with the concept of intellectual progress and convenience, this has led human life to enter the era of digitalization and media, even further now developing Artificial Intelligence or artificial intelligence. In terms of the development of the performing world, it has been greatly facilitated by the existence of current technology. In the performing world, if the performers do not adapt to the conditions of development in the current era, the performing arts will certainly be abandoned by the audience.

In the past, when we wanted to enjoy or learn traditional arts, we had to study and visit studios in the area, and not many of our younger generation studied and knew about traditional arts, so we ended up abandoning traditional arts because they were considered old-fashioned and boring. In 5.0 Era, in order to preserve and introduce traditional arts to the next generation of young people, there needs to be development, modification and documentation or new digital media that can attract future generations to study and pursue our traditional arts.

In the current digital era, video is one of the daily consumption items in education, entertainment, information, and many people even use video as a medium to earn a living. Video media is a set of components or media that is capable of displaying images and sound at the same time (Daryanto, 2011). Video media is specifically designed and adapted to learning needs and can help teachers (tutors) convey information and material in an interesting way.

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Videos can add a new dimension to learning because students can feel like they are in the same place as the program being displayed. The advantages of using video media according to (Daryanto, 2019) are: the video display size is flexible and can be adjusted according to needs. Video is a non-print teaching material because it can be delivered to students directly or indirectly.

The connection between the digital era, in this case the view of the younger generation in 5.0 Era, the video tutorial for this research, focuses more on creating video tutorials for warok character make-up (body painting) based on 3D make-up as an effort to introduce traditional cultural values in Era 5.0. Cosmetology can generally be interpreted as the art of changing the appearance of the face to make it more perfect. Make-up in theater has a more specific meaning, namely the art of changing the face to depict the character of the character. [4] Make-up is the activity of changing the appearance from its original form with the help of cosmetic materials and tools. The term make-up is more often referred to as changing the shape of the face, even though in fact the entire body can be decorated (make-up).

Make-up for fashion/art (styling make-up) is an activity to change one's appearance purely for artistic purposes. Make-up for characterization is widely used for the world of acting and entertainment. Each color and cosmetic ingredient used is intended to create a certain character/disposition, for example using dark eye shadow to give a fierce character.

Make up art is the art of facial makeup with a concept and character, which is able to highlight the uniqueness of each image/character, both fantasy and non-fantasy. Make up is a representation of a person's soul or thoughts expressed through a work of art. In one of her books entitled Make up is Beauty, Linda Manson said that make up is a search for identity (self-discovery), she revealed that making up (make up art) is a true form of art, namely how to apply and use make up which involves the possibility of expression.

In the world of make-up, there are many make-up techniques, but the most important thing is the experience in applying make-up itself, because make-up is part of art, and art cannot only be expressed through technique but also feelings and emotions. Facial make-up is the art of using cosmetic ingredients to create a role from the viewer's point of view.

The function of make-up is the main function, for example being able to completely change the original face into the desired facial shape for stage purposes, for example humans become monkeys, giants, birds and the like (Pastika, 2022). In accordance with the National Research Master Plan, it is stated that Indonesia's research achievement targets by 2045 are outlined through 10 research focuses. The research focus in question includes food-agriculture, new energy, health-medicine, transportation, information and communication technology, defense and security, advanced materials, maritime affairs, disasters, and social humanities - arts and culture - education.

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Based on this foundation, this research is in accordance with the main body of national research, namely on arts, culture and education. Traditional art is a performance given from generation to generation by the community. As a result of local culture, its preservation must be preserved and given to the next generation. Many traditional arts have experienced a chain break in sustainability because subsequent generations have no sense of ownership or appreciation for these arts. In order for there to be appreciation for the younger generation, breakthroughs must be made towards the younger generation as the center for absorbing knowledge. So that the existence of traditional arts can develop following the times.

Traditional art forms that are able to exist in the face of the times must be developed in accordance with existing conditions. If traditional arts are left without innovation in these arts, there will be a loss of appreciation from the next generation. Ponorogo is an area in East Java that is rich in local culture. A culture that is popular internationally is Reog art. Reog art has developed a form of performing arts that combines drama, dance and music and has even developed into acrobatic forms created by dance artists in Ponorogo. However, the supporting elements of these performances sometimes do not experience development and are considered old-fashioned, so there is a need to develop the media in this case to introduce and preserve art. This research aims to target the younger generation to preserve and love this art (Djelantik, 1999).

Based on the current media developments in terms of make-up are far away, today's younger generation idolizes characters and even make-up techniques that are more Japanese and even westernized. Which is increasingly eroding young people's will to learn the traditional art of Reog. Warok, is hampered by the phenomenon and the term "Ancient" so that it is abandoned by the younger generation. Based on this statement, the researcher wants to create a video tutorial for Warok character makeup (body painting) based on 3D make up as an effort to introduce and preserve traditional cultural values in 5.0 Era.

The researcher's hope is that by creating this media, it will attract the interest of the younger generation to learn about 3D make-up techniques that can be used on Warok characters. The creation of Warok character makeup (body painting) tutorial videos based on 3D make up as an effort to introduce traditional cultural values in 5.0 Era which is expected to increase the strength and sustainability of arts and culture in Ponorogo amidst the current social and cultural changes.

RESEARCH METHOD
This research is research into dance creation. The research method uses Make Up Construction in collaboration with R&D development methods. Make Up Construction Method used is Make Up construction, while the R&D method used is Four D (Define, Design, Development, Desimination. The reconstruction method is used to explore source data. There are several stages in the analysis stage, regarding the development of art The Reog tradition in particular is of interest to the younger generation and the phenomenon of using Warok make-up in Reog art in Ponorogo, as well as finding common ground on the problem of why Warok make-up techniques are not experiencing

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development and to create designs (scenarios and treatment of Warok make-up video tutorials) ; as well as developing 3D make-up-based Warok character make-up (body painting) video tutorials. First, at this stage, expert validation of 3D make-up and Warok character make-up (body painting) video media will be carried out. make-up study expert.

The validator who will assess the usability and accuracy of using make-up is Jona Tanama Pramudita, S.Sn, the validator regarding videographics and media presentation is Dr. Welly Suryandoko, M.Pd. Second, the Dessimination stage is the stage of disseminating Warok character makeup (body painting) video tutorial products based on 3D make-up to students of SMKN 1 Jenangan and Reog art studios in Ponorogo Regency.

The research location was carried out in Ponorogo Regency, (in several dance studios such as the Harmini Parni Cultural House, Wengker Studio, Purwa Laksita Studio and SMKN 1 Jenangan Ponorogo. Dance creation was carried out in the T11 Building Laboratory of the S1 Dance Education Study Program.

Data collection techniques use involved observation, interviews, documentation and questionnaires. Involved observation is the data collection option because this research is research into art creation, so the observation process requires active participation. The researcher is also a choreographer. In-depth interviews were conducted with traditional artists in Ponorogo to explore data about local cultural values in Ponorogo which are stored in various arts and culture. Documentation is carried out by recording the arts and culture in Ponorogo and also recording the reog performing arts products when they have been completed.

Data analysis techniques use qualitative and quantitative techniques. Qualitative analysis techniques use stages of data reduction, data presentation and conclusion verification. Quantitative techniques are used to analyze the results of expert validation regarding the suitability of dance creations. Calculating the feasibility of a dance creation uses a questionnaire instrument, which is analyzed using a Likert scale calculation.

RESULTS AND DISCUSSION
Based on the research conducted, the results are how 3D make-up video tutorials for students at SMKN1 Jenangan and Reog art studios in Ponorogo show that with 3D-based character make-up videos it can attract the younger generation to learn and explore Reog art. As is known, the function of character make-up is to change a person's facial appearance in terms of age, character, nationality, traits and special characteristics inherent in the character. This is also an important aspect to pay attention to in the process of creating and using make-up. The purpose of character make-up is to present the character or characters as close to the original character as possible. So, in the process of revitalizing the Warok character, so that it is as close as possible to the original character, a make-up artist must be able to read many things, starting from the character of the face that will be made up.

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There are several things that need to be paid attention to in order to present the Warok figure according to his character (1) Even and smooth base, (2) Similarity of foundation (3) Use of appropriate lines (4) Harmony between light and shadow (5) Blending appropriate. Character make-up can help players reveal the character of the character, which in this case is the character Warok. The stronger and more defined the character's make-up, the stronger the character of the character will be presented. Making this 3D make-up tutorial video helps and makes it easier for make-up artists to be able to present strong characters in characters. The making of this 3D character make-up tutorial video involved female students from SMKN 1 Jenangan Ponorogo. In-depth interviews were also conducted with traditional artists in Ponorogo to explore data about local cultural values in Ponorogo which are stored in various arts and culture.

Before carrying out and determining the object of study for this research, the researcher also carried out in-depth observations. The final choice led to the Reog Ponorogo traditional art because it is a tradition that is strong with unique make-up and make-up nuances. The 3D make-up tutorial video product is at the core of the aim of making it, namely to introduce and popularize traditional culture which is becoming less popular, especially with today's young generation. The hope is that with a 3D character make-up video tutorial that brings back the complete figure of Warok, it will be able to attract the interest of the millennial generation to learn about the traditional culture that is the root of a society, especially in Ponorogo with its Reog Ponorogo.

This 3D character make-up tutorial is a solution offered to provide education, introduction, and an effort to revitalize a traditional culture that has long been abandoned by the younger generation. The cultural education launched by the Minister of Education is apparently also in line with the aim of creating 3D character make-up video tutorials, namely educating female students about the importance of preserving culture and also providing knowledge about the interest of learning about culture through the art of creating make-up. character so that it is hoped that young talents will emerge in the millennial generation who will preserve culture, especially in Ponorogo.

The research was conducted at the Harmini Parni Cultural House, Sanggar Wengker, Sanggar Purwa Laksita and SMKN 1 Jenangan Ponorogo. The basis for choosing the location for this research was that the researcher wanted to involve the local community in the process of making make-up video tutorials so that the local community also participated in the making process.

The researcher also actively conducted interviews with cultural observers after carrying out the documentation and editing process. The aim was to dig up information about local cultural values. Then, the next step will be to disseminate video tutorials on character make-up based on 3D make-up.

The aim of disseminating this video tutorial is to have a significant impact on the wider community, especially the younger generation, so that they know and are able to preserve existing local culture and traditions. So, it can be passed on from generation to

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generation. Dissemination of this video is also part of education to preserve national culture.

CONCLUSION

From the explanation regarding the 3D make up tutorial video to revitalize the Warok character, it has a positive impact on society, especially art activists and cultural observers, because in the dissemination process, it is hoped that it will be able to provide educational values based on local culture and traditions which will continue to be maintained and preserved. This research is really important because it can help the younger generation to learn about local culture and preserve it. Besides, it can be benefit for teaching and development of local culture values especially on how Warok character represented in 3D Make up. To those who interested in such area, this research will be a good reference to learn.

ACKNOWLEDGEMENTS

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