

CHAPTER I

INTRODUCTION

1.1. Background

Indonesia possesses an extraordinary wealth of local wisdom. High-quality local wisdom can be utilized as a cultural asset and a foundation for strengthening Indonesia's national identity (Brata Ida Bagus, 2016). Culture and customs constitute a national identity that must be preserved to prevent its oblivion. The most influential elements in cultural preservation are the community and the government (Hasan et al., 2024)

One of the islands in East Java province that boasts a diverse and unique cultural heritage is Madura. The Madurese ethnic group is spread across Indonesia and abroad, as their unfavorable geographic conditions often lead them to migrate. Negative behaviors, such as metal theft, violent behavior, and the carok (community fight) tradition practiced by the Madurese, have led to negative stereotypes about the island. This perception stems from a lack of comprehensive understanding of Madura's rich cultural heritage (Saiful Hadi et al. 2023, p. 12). Madura Island actually possesses a rich, positive cultural heritage, but its existence remains largely unknown. To dispel negative stereotypes, it is necessary to introduce positive cultural traditions to foster a more comprehensive and comprehensive understanding of the island. One of the cultures from Madura Island that is rarely known to the wider public is the traditional Ul-Daul Music or Tong-tong Music. The terms Daul music or Tong-tong Music refer to the same term, namely the art of performing traditional musical parades equipped with magnificent decorations like a royal horse-drawn carriage. Every year on Madura Island, especially in Sumenep Regency, a Tong-tong/Daul music festival is held which is participated by Daul/Tong-tong music groups from across Madura. This traditional music in ancient times served to wake residents for sahur during the month of Ramadan (Bagus Ananda Kurniawan, 2019). Bouvier (2002, p. 42) explains that Tong-tong is a musical instrument in the form of a kentongan made from bamboo stems or roots, according to history in 1986, this Tong-tong Music is usually played during the month of Ramadan, with the players going around the village all night while hitting the musical instrument.



Picture 1. 1 Group of Tong-tongs on the night of Ramadan 25 May 1986

(Source: (Hélène Bouvier, Rahayu S. Hidayat, 2002, p. 452)

The instruments used vary in both type and size. Each group may add a variety of instruments in addition to the kentongan (wooden drum), which forms the basis of Tong-tong music. Common instruments include flower drums, small cymbals, and various types of whistles. The largest percussion instrument is usually carried in a sarong slung over the shoulder. Tong-tong music is ideally played before dawn, between 2:00 and 3:00 a.m., to wake fasting people for the pre-dawn meal (sahur). However, young people tend to play it in the middle of the night to allow for longer playing time. Outside of Ramadan, Tong-tong music is sometimes played at certain formal celebrations, especially to accompany events with long speeches, and is categorized as "regional art" or "traditional art." (Hélène Bouvier, Rahayu S. Hidayat, 2002).

As time goes by, Daul music continues to develop, both in terms of types of musical instruments and in the use of technology (Nugroho, 2021). In its development, Daul music is often performed at various festivals, accompanied by attractive decorations when paraded or processioned.



Picture 1. 2 Semut Ireng at the Puppet Festival, Solo 2005

(Source: <https://youtu.be/DBl2aXBZGDE?si=KVRyxUMn35dezqxL>, accessed October 20, 2024)

Initially, Daul music decorations used young coconut leaves to enhance the look. However, because young coconut leaves were not durable, these decorations were later replaced with the stronger and more durable material currently used EVA foam.

As reported by kemdigbud.go.id (7/8/24), the development of Tong-tong music in Sumenep is clearly visible, especially through annual festivals that showcase various creations. Initially, this music was dominated by the Tong-tong (kentongan) instrument made from bamboo, but later added other musical instruments such as trumpets, saronen, tambourines, drums, and other sound-producing objects (with a composition of 70% bamboo instruments and 30% other instruments). However, in competitions, the composition changes to 30% bamboo instruments and 70% other instruments (Kleneng, Bonang, Trompet, Bol, and others). Furthermore, visual creations have also evolved with the use of pushcarts decorated with attractive ornaments and colorful lights.



Picture 1.3 Sumenep Tong-tong music festival, Madura, East Java 2023

(Source: Harianmerdeka.com, accessed October 20, 2024)

The innovations and developments in Ul-Daul music have encouraged the Sumenep Regency Government to hold an annual Madura-wide Daul music festival to commemorate the anniversary of Sumenep Regency. The Sumenep Regency Government's regulations for preserving Daul music refer to Regent Regulation Number 4 of 2018, which generally contains the Sumenep Regency tourism development plan for the period 2018 to 2025. This policy includes 34 articles explaining the tourism development strategy in Sumenep Regency, including traditional Daul music and other art forms (Bagus Ananda Kurniawan, 2019). In addition to the government, young people play a crucial role in preserving local culture. By leveraging creativity, innovation, and access to technology, young people can present culture in a more contemporary way. Young people should not neglect culture in favor of more globally recognized trends, as this can lead to the erosion of cultural identity and heritage (Vitry & Syamsir, 2024).

After conducting a survey of 51 Madurese youth and 49 non-Madurese youth on Saturday, September 21, 2024, with a total of 100 respondents, the results showed that 57% of respondents did not know Daul music and 43% of respondents knew Daul music, with details of respondents from Madura 14 people did not know and 37 people knew Daul music, while respondents outside Madura 43 people did not know and only 6 people knew Daul music. And 91% of respondents did not know the history of Daul music. Based on the questionnaire above, it shows that most respondents aged 18-22 years mentioned Karapan Sapi as the most well-

known Madurese culture. This indicates that Daul music is less popular among teenagers, both in Madura and outside the island. The lack of exposure to Daul music festivals outside Madura, coupled with technological advances that facilitate access to foreign cultures, are the main factors that cause local culture to often be less popular. (Angela & Yoedtadi, 2019).

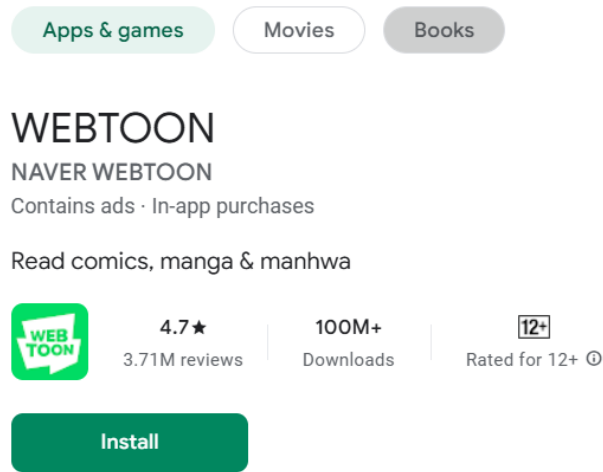
Based on the survey, as many as 91% of respondents did not know the history of Daul music, this is very concerning because it shows the lack of knowledge of the younger generation about their own culture. In fact, President Sukarno once said, in his speech on the Indonesian Independence Day on August 17, 1966, "Never Leave History!" or abbreviated as Jas Merah. Understanding cultural history is very important, especially for Gen Z, born between 1997-2012. This generation is very adaptive to digital technology and innovation, their role is crucial in maintaining national identity (Sihaloho, 2024). According to Pradipta (2024), Most young people aged 18-22 have a strong sense of patriotism. They utilize technology to promote local culture and voice national and global issues. In fact, more than 70% of Generation Z feel a responsibility to preserve the nation's cultural diversity and traditions. However, a small minority hesitates, considering national identity too rigid or irrelevant in the era of globalization.

Introducing the history and Daul music festival to young people requires the right media. Various studies have shown that comics are an effective medium for teaching history. By adapting historical stories into comic format, the material can be delivered effectively. The use of comics as a learning tool has been proven to improve student learning outcomes and motivation (Gunawan & Sujarwo, 2022).

Comics are images and symbols arranged in a certain order to convey information or create an aesthetic response from the reader (McCloud, 1993). According to Solihat (2020), a comics are stories composed of a collection of images accompanied by captions to explain the storyline. Comics can also be used as teaching materials or learning media. Comics that convey stories about local potential are called local wisdom education. Reported by cbr.com (7/8/24) Each comic format, both print and digital, has its own advantages. Physical comics are often purchased for collection, while digital comics are suitable for those who want to simply enjoy the story. These two formats provide many options for fans, depending on their preferences. One of the advantages of digital comics is the infinite canvas concept introduced by Scott McCloud. (2008, p. 200) This feature allows comics to be displayed in unlimited formats, both vertically and horizontally, simply by sliding the layers, similar to the popular platform that

implements this feature, Webtoon. According to a survey, Webtoon was the primary choice for respondents to learn about Daul's music history. Eighty percent of respondents chose this digital comic, significantly higher than print comics (8%), comic strips (5%), and other media such as magazines, TikTok, and Wattpad.

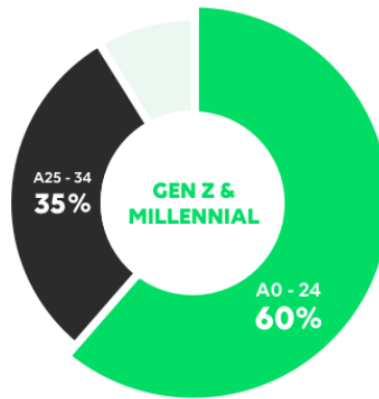
Webtoon currently dominates the digital comic market. According to data from the Google Play Store and App Store as of October 21, 2024, this app had the highest number of downloads among similar platforms. Webtoon has been downloaded over 100 million times on the Google Play Store, while other platforms have achieved fewer than 10 million downloads. This data demonstrates the high user interest in Webtoon and its position as a market leader.



Picture 1.4 Number of downloads of the LINE Webtoon app

(Source : <https://play.google.com/store/> , accessed on October 21, 2024)

The target segment for this design is teenagers aged 18-22. This age group was selected based on educational factors, specifically high school and college levels. The 18-22 age range is an appropriate segmentation due to their identity transition phase and interest in new things (Scientific & Education, 2023), and the ability of comics to be an engaging and relevant visual medium for them.



PENGGUNA MUDA

Tujuan utama jutaan Gen Z & Milenial pecinta komik digital

Picture 1.5 Percentage of Webtoon users and readers

(Source: <https://www.webtoons.com/id/advertising>, accessed on October 21, 2024)

To introduce "Webtoon Digital Comic Design About *Daul Music* as an Introduction to Madura Typical Culture for Teenagers Aged 18-22 Years", Webtoon is the right medium, because teenagers aged 18-22 years are included in 60% of readers as well as Webtoon application users.

1.2. Problem Identification

- a. After conducting a questionnaire of 100 respondents from Madura and outside the island of Madura. Of the 51 respondents who live in Madura, 14 people do not know *Daul's* music and 37 people know *Daul's* music, this indicates that there are still many Madurese people who do not know *Daul's music*.
- b. Of the 49 respondents who live outside the island of Madura, as many as 43 people do not know *Daul's* music and only 6 people know *Daul's* music. This indicates that *Daul's music* is still unknown to people outside the island of Madura.
- c. Of the 100 respondents, 91% of respondents did not know *Daul's* musical history.
- d. There is no interesting media to introduce *the Daul* music festival to the younger generation. With the development of digital technology, media such as comics can be used as an educational means to introduce *Daul music* to the younger generation.

1.3. Problem Formulation

How can the design of the Webtoon digital comic introduce *the Daul* music festival to teenagers aged 18-22 years in Indonesia?

1.4. Problem Limitations

- a. This digital comic is aimed at the young generation aged 18-22 years, with a focus on teenage readers who are less familiar with *Daul's* music.
- b. The design of the digital comic will only focus on the introduction of *Daul's* history and musical performances.
- c. This digital comic will be designed using the infinite canvas format introduced by (McCloud, 2008, p. 222) and will be published through the LINE Webtoon platform.

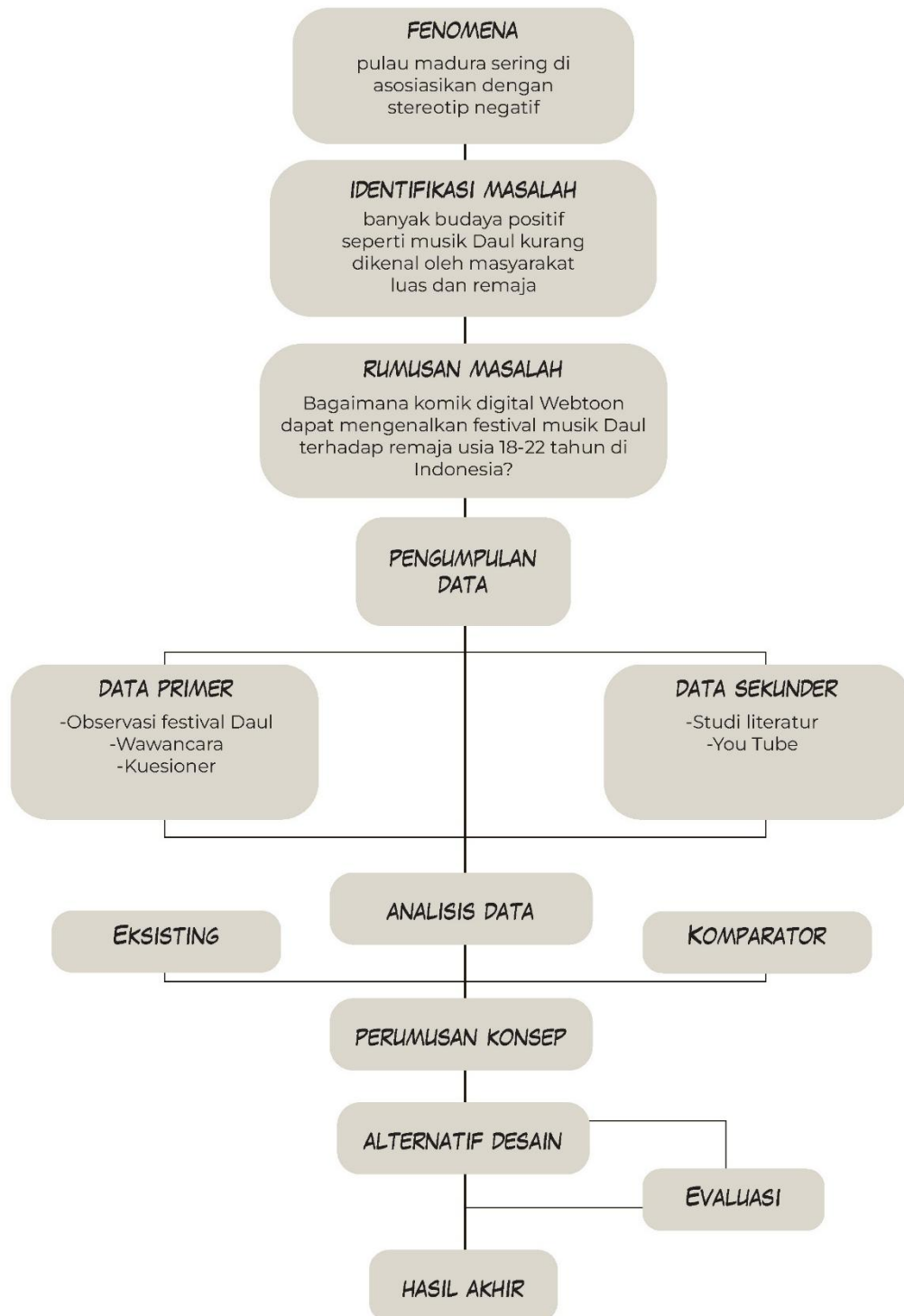
1.5. Purpose of Design

- a. Designing this digital comic aims to raise awareness among the younger generation, especially outside of Madura Island, about the existence of *Daul* music as part of Madura's rich culture.
- b. This comic is expected to play a role in preserving one of Madura's traditional music performances, so that it is not extinct or forgotten by the times.
- c. Raising Madura culture, as well as displaying the richness of culture that is rarely known, such as *Daul* music, as a unique and valuable symbol of identity.

1.6. Benefits of Planning

- a. This design is expected to increase the interest of the public, especially teenagers, in traditional Madura art, so that they feel closer and interested in being involved in the preservation of *Daul music*.
- b. This comic can help expand the image of Madura in the eyes of the public, by highlighting the uniqueness and richness of the region's cultural arts, as well as reducing negative stereotypes that are often attached to this island.

1.7. Design Framework



Picture 1.6 Planning Framework

(Source: Personal Documents, 2024)