

FINAL PROJECT

REINVENTION OF WAYANG BEBER TAWANGALUN CULTURE BASED ON AUGMENTED REALITY (AR) TO INCREASE PATRIOTISM IN AGES 18-25 YEARS

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



By:

Ilham Permadi

22052010008

Supervisor 1:

Masnuna, S.T., M.Sn.

NIP. 19840512 202121 2004

Supervisor 2:

Diana Aqidatun Nisa, S.T., M.Ds.

NIP. 19900611 201803 2001

**VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
2025/2026**

APPROVAL PAGE

**REINVENTION OF WAYANG BEBER TAWANGALUN CULTURE BASED ON
AUGMENTED REALITY (AR) TO INCREASE PATRIOTISM IN AGES 18-25
YEARS**

Compiled by:

ILHAM PERMADI

22052010008

Has been maintained in front of the Examination Team

On: April 20, 2026

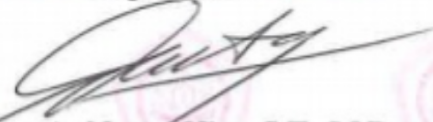
Supervisor I



Masnuna, S.T., M.Sn.

NIP. 19840512 202121 2004

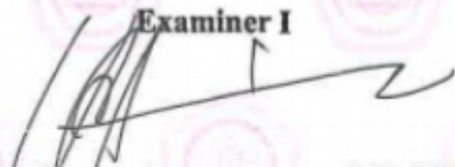
Supervisor II



Diana Agidatun Nisa, S.T., M.Ds.

NIP. 19900611 201803 2001

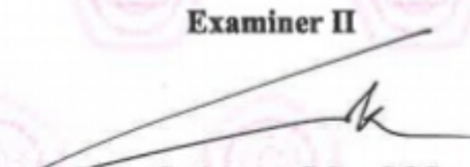
Examiner I



Alfian Candra Ayuswantana, S.T., M.Ds.

NIP. 19880505 201903 1018

Examiner II



Bayu Setiawan, S.Sn., M.Sn.

NIP. 19910728 202203 1004

**This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1) degree**

Dean of the Faculty of Architecture and Design



Ibnu Sholichin, S.T., M.T.

NIPPPK. 1971096 202121 1004

AGREEMENT PAGE

**REINVENTION OF WAYANG BEBER TAWANGALUN CULTURE BASED ON
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Compiled by:

ILHAM PERMADI

22052010008

Has been maintained in front of the Examination Team

On: April 20, 2026

Supervisor I

Supervisor II



Masnuna, S.T., M.Sn.

NIP. 19840512 202121 2004



Diana Aqidatun Nisa, S.T., M.Ds.

NIP. 19900611 201803 2001

**This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1) degree**

Head of the Visual Communication Design Study Program



Masnuna, S.T., M.Sn.

NIPPPK. 19840512 202121 2004

STATEMENT OF FREE PLAGIARISM

The undersigned:

Name : Ilham Permadi
Student ID Number (NPM) : 22052010008
Program : Bachelor's (S-1)
Study Program : Visual Communication Design
Faculty : Architecture and Design

Hereby declare that this Final Project document does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution, and also does not contain any works or opinions that have ever been written or published by other individuals/institutions, except those that are properly cited in writing within this document and fully listed in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If, in the future, any indication of plagiarism is found in this Final Project, I am willing to accept sanctions in accordance with the prevailing laws and regulations.

This statement is made truthfully without any coercion from any party and is to be used as appropriate.

Surabaya, April 20, 2026

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Ilham Permadi

NPM 22052010090

ABSTRACT

One type of traditional cultural heritage of Jawa Timur with high historical and philosophical value is wayang beber. However, in the current era, along with modern advancements and the dominance of foreign popular culture, its existence is starting to be forgotten by the younger generation. Therefore, cultural Reinvention efforts are required to revive the culture using a modern approach tailored to the characteristics of a young audience. One effective method is through learning media based on Augmented Reality (AR) technology, which can provide an interactive and immersive experience regarding local cultural values.

The ADDIE method is utilized as the primary framework in this design, consisting of five stages: Analyze, Design, Develop, Implement, and Evaluate. This process is supported by qualitative data collection methods, including interviews and observations, as well as quantitative data collection through questionnaires, to determine the visual communication strategy and design concepts that align with the target audience's characteristics.

The results of the data collection indicate that the younger generation shows interest in cultural media packaged digitally and interactively. Through the application of AR technology, the visuals of Wayang Beber Tawangalun can be reintroduced in an engaging, informative, and educational digital format. This design produces an interactive media concept that combines the traditional values of Wayang Beber with modern visuals, accessible via mobile devices. This Augmented Reality-based Wayang Beber Tawangalun reinvention media design is expected to serve as an educational and inspiring tool to foster a sense of *cinta tanah air* among the younger generation, while preserving the existence of local cultural heritage to remain relevant in the digital era.

Keywords: Reinvention, Wayang Beber Tawangalun, augmented reality, ADDIE method

FOREWORD

Praise and gratitude are expressed to God Almighty for His grace and mercy, which allowed the completion of this final project report titled “Reinvensi Budaya Wayang Beber Tawangalun Berbasis Augmented reality (AR) Untuk Meningkatkan Sikap Cinta Tanah Air Pada Usia 18-25 Tahun” smoothly and on schedule. Through this design, it is hoped that an effective medium can be created to raise awareness regarding the richness of Indonesian culture, as well as to strengthen the sense of patriotism, especially among the youth aged 18–25 years. The success of this design could not have been achieved without the support, guidance, and assistance of various parties. Therefore, the author would like to express the deepest gratitude to:

1. Allah SWT, for all the blessings, health, and smooth guidance provided throughout this design process.
2. My beloved father and mother, who have always provided endless support, both morally and materially.
3. Mrs. Masnuna, S.T., M.Sn. as the supervisor, who has dedicated time to provide direction, knowledge, and valuable guidance during the preparation of this final project.
4. Ki Tri Hartanto, Mr. Rudhi Prasetyo, and Mr. Chandra Andriawan as informants, who kindly shared their extensive knowledge and supported the execution of this design.
5. Renata Aulia Kuncoro, as a support system who consistently provided motivation, criticism, and highly useful suggestions for the author.
6. Friends from the Desain Komunikasi, especially Marvel, Hanna, and Radit, who accompanied and struggled together from the beginning to the end of this design process.

The author realizes that this report and design are still far from perfect. Therefore, constructive criticism and suggestions are highly expected for future improvements. In conclusion, hopefully, this work can make a tangible contribution to reviving and preserving Nusantara culture, particularly wayang beber Tawangalun.

Surabaya, April 20, 2026

Ilham Permadi

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