

## **CHAPTER V CONCLUSION**

### **5.1. Conclusion**

This research was motivated by the rapid development of digital media in the era of disruption, which has given rise to Virtual YouTubers (Vtubers) as a new form of entertainment and communication closely connected to younger audiences. At the same time, many Indonesian mythological stories and characters remain underrecognized, including Sanghyang Anantaboga, the god who supports the earth in wayang mythology. Therefore, this study aimed to design the Vtuber “Sanghyang Anantaboga” as a storytelling medium to reintroduce Indonesian mythological creatures to audiences aged 19–24 through a modern and digitally relevant approach.

This study applied a mixed method using observation, interviews, and questionnaires as data collection techniques. The findings showed that the target audience had a strong interest in Vtuber media and mythological themes, while their knowledge of Sanghyang Anantaboga remained limited. These findings became the basis for developing the character design, narrative, and visual concept by combining traditional cultural elements with modern Vtuber aesthetics.

As a result, this project produced the design concept of the Sanghyang Anantaboga Vtuber as both an entertainment medium and a digital cultural preservation tool. Through storytelling, the project attempts to rebuild the relevance of Indonesian mythology in a form that is more engaging, understandable, and relatable to modern youth. Therefore, this research demonstrates that Vtuber media has strong potential as an alternative medium for introducing and preserving Indonesian culture in the digital era.

### **5.2. Suggestion**

This research still has limitations regarding content development scope and direct implementation toward wider audiences. Therefore, future studies are expected to continue this project into the production and active publication stage through digital platforms such as YouTube and social media in order to evaluate the effectiveness of the media more

comprehensively. In addition, further exploration of other Indonesian mythological creatures may broaden the representation of local culture in modern digital media.

From a design perspective, future developments may improve the Vtuber model, animation quality, and interactive elements to create a more immersive audience experience. Future research is also recommended to conduct audience evaluation after content implementation in order to measure the influence of Vtuber media on increasing younger generations' interest in Indonesian culture and folklore.