

# Presentation of Traditional Folktale Through 3-Dimensional Animation Film in Gromore Studio YouTube Channel, A Study Case

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## Abstract

This research aimed to discover audience responses toward animation content that tells about folklore and is uploaded onto the Gromore Studio YouTube platform. It is designed based on interview data as well as observation of the view count, comments, and literature study. This research included cultural studies which studied social culture phenomena by using descriptive quantitative analysis methods with emphasis on discovering the comparison of positive and negative comments, and the comparison between like and dislike counts from the folklore video which was uploaded by Gromore Studio. The results of this research showed that the presentation of legendary folktales received outstanding responses from the audience with Indonesians as the majority. Comments given by the audience mostly showed positive feedback and support toward animation content produced by Gromore Studio which lifted the local cultures and stories, packed into interesting visual media. Through the positive responses in the comments, it can be concluded that the animations by Gromore Studio in traditional folktales became very welcomed by Indonesian audiences.

**Keywords:** animation, audience response, folklore, Gromore studio.

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## Introduction

The emergence of Covid-19 truly shocked the world with the impact it brought, life is no longer as free as it was before the pandemic. Technology disruption as the impact of the Covid-19 pandemic became an opportunity to improve the quality of service and innovation (Majid, 2020). Johnny G. Plate, the Minister of Communication and Information, invited nation's press to be brave in adapting and innovating. The Minister of Communication and Information explained that during Covid-19 pandemic, there was a limitation for mobilities and physical activities, thus changing the community way of life in communicating, accessing, and searching for information sources from the media. The changes experienced with the emergence of the Covid-19 cases created challenges as well as opportunities in presenting entertaining contents as well as lifting both traditions and local values with the existence of more freedom in competition challenges (foreign glamorous shows with the help of technologies). The similar opportunity due to the advance of technology which encouraged the creators to access more information and adapt the technology in their works.

In the book of Animation Writing and Development, it is explained that the word animation came from the Latin word "anima" which means to animate or breathe life. In English, the word animation is taken from the word "animate" which means ensoul or breathe life and "animation" which means passion or spirit (Wright, 2005). Visually speaking, the art of animation can be in the form of 2D animation or 3D animation. One of the studios, for example Gromore Studio, which is an animation studio who already produced 3D animation films and uploaded them onto their YouTube platform channel called "Gromore Studio Series", a series of video which tell the about Indonesian traditional folklore and tales.

Folklore is Indonesian art with the potential to be made into animation film and also have strong opportunities to be featured in both national and international competitions. The position is also on par with other commodities such as handicraft, furniture, textiles, and tourism.

The community's art appreciation toward their own local folktales is quite lacking. Commonly, the community is more exposed to foreign tales that can be consumed more frequently through television, radio, and other media. Daily behaviors of the community are also affected by the foreign story style, especially the young generations, school age generations. Manners, courtesy, and other aesthetic values as moral norms in social life, have almost perished.

Apparently, the community was blinded by the glamorous shine of foreign art performance, created with the help of modern technology, be it in the media or live performance, though it can often be empty and sometimes misleading. The impact of this situation is the weak understanding and lack of appreciation from the young generation toward their traditional arts or even completely leave it behind (Rustopo & Murtiyoso, 2005; Istiningsih & Dharma, 2021).

Imported animation movie became the choice of television stations to fill in the children's schedule, it is estimated around a certain time where the children sit in front of the television usually to watch animation film, morning and afternoon time were chosen. Animations films which usually picked or broadcasted by the television stations such as: Shaun the Sheep, Penguin of Madagascar, SpongeBob, Naruto, Dora, Tom and Jerry, Scooby Doo, etc, which tells the story inspired by the customs and culture of the origin country.

The development of the Indonesian film platform often experiences a media revolution in making incredibly animated films. During the Covid-19 pandemic, internet numbers are getting higher and have changed the configuration of internet utilization or use. Previously, the configuration of internet utilization was in offices, campuses, schools, and public places. However, currently, the configuration of internet use is shifting to housing, housing, and settlements," said Minister Johnny when giving the opening keynote remarks at the Global Online Start-up Weekend COVID-19 Indonesia. The shift in configuration is increasingly often accessing the internet and digital platforms, one of which is the YouTube platform. YouTube is a free, practical, and accessible platform on the rise in this era. In addition to being able to be used for teaching facilities, YouTube can also become a platform used by creators to express themselves. Now that YouTube is an application in great demand, the popularity of YouTube continues to increase along with increasing the number of users. The YouTube platform soon gets a total of 2 billion logged-in monthly users, which increased by approximately 5% from monthly active users in 2018, which was less than 2 billion. YouTube is becoming increasingly popular as the video-sharing platform on the YouTube app has increased its value to its users. The advancement of YouTube as one of the most popular digital media is an opportunity for education and other fields (Maziriri, et al., 2020; Mujianto, 2019; Rahmatika, et al., 2021).

Indonesians are rich with legends and folklores. There are over hundreds of folklores ranging from Aceh to Papua. Those legends and folklores can be dug and turned into sources of ideas for animation films. Even today, there are many publishers who are trying to write Indonesia's folklore books to be printed and sold to the public. It means, to develop animation films with folklore themes has become easier in searching for ideas and making the characters.

The introduction of traditional folktales in relation with folklore animation in YouTube channel so that the audience not only know of the story but also able to witness the illustration through animation just like Gromore Studio's YouTube channel, which created innovation for folklore animations with outstanding visuals. Gromore Studio is an animation studio which produces 3D animation films who upload their films into YouTube. In their YouTube channel, there are 3 3D animation videos with traditional folktale series which tell the story of Indonesia's legends. Until September 2022, the total number of subscribers in Gromore Studio's YouTube channel reached around 370.000 subscribers.

Animation films for Indonesian folktales have great potential to be developed. Just like what was described in the traditional folktales made by Gromore Studio with a period of up to September 2022, Gromore Studio has uploaded 10 3D videos with the duration of 15 minutes each. From the whole videos they won, they definitely picked one of many Indonesia's folklores in animation and then uploaded it on their YouTube channel.

Animation films can change a culture in a community. Just like how manga affected the fast pace of cultural change in Japan, and it can be seen how it changed the lifestyle there. The scoop of this research is to show how the audience responds to the animation folklore contents which are uploaded in Gromore Studio's YouTube channel.

### **Theoretical Background**

According to cognitive perspective experienced by Torre & Torre (2021), animation is one of the animation processes of cognitive perspective which illustrate the memory model of animation works. Torre showed that cognitive processes involved in human perception and memories can be analogues with what's inside the animation, because both aspects are able to stimulate reality by combining movements and images.

In accordance with Silitonga and Rosyida (2015), animation is often defined as moving pictures formed by a group of objects (images) and arranged in order following the flow of movements decided in every addition of time.

An animation film model will stand out if its character models are able to move like they are given a ring, stated by Gunawan (2013). That character can move like a human due to the steps in the background of 3D animation that can be made by modelling buildings, forests, mountains, and others. As the last step so that the animation becomes more perfect, visual effects such as dust, wind, rain, thunder, water, flood, and others are added.

According to Sobur (2006), film has become an audio-visual communication media which is closely enjoyed by all layers of people. The power and capability of films in reaching out to many social segments truly convinced the experts that film has the potential to affect its audience. Film may affect its audience, be it in positive or negative impact. Through the message planted in it, film is capable of making an impact and even changing or shaping the characters of its audience.

In accordance with Gerlach and Ely (1971) as stated in Handono (2016), the meaning of media is divided into 2, narrow and vast meanings. In narrow meaning, media can be in the form of graphic, photo, mechanical tools, and also electronics that are usually used to capture, process, and share information. Meanwhile, media in vast meaning can be interpreted as an activity which capable of creating a condition to enable students to receive knowledge, skills, and new behaviours.

According to Kamus Besar Bahasa Indonesia (Nasional, 2002), animation is a television program or film in the form of painting series or animated images through electronic media, so it looks like moving on the screen. The word animation originated from the Latin word "anima" which means to animate or animare which means to breathe life into inanimate objects. Then the word was translated into English as "animate" which means ensoul or breathe life and "animation" which means illusion of movements. The term animation is interpreted as cartoon films (the making of cartoons), but in Indonesia it is called animation (Sugihartono, et al., 2010). Also, animation assisted its users to share linguistic or literature information with interesting and creative appearance (Devi et al., 2020).

Madsen wrote in his book "Animation Film Concept" that animation is an art, technique, and process which are involved in making a live and moving impression on inanimate objects with the power of cinematography. Animation is an illusion which deceives human eyes, just like how it is disclosed in the Persistence of Vision theory (Madsen, 1996). Persistence of Vision is a phenomenon where human eyes still capture the shadow of an object they see after the object being moved.

According to Ramadhan & Lumbanraja (2005) in their book "Special Project: Karakter dan Animasi dengan 3D Studio Max 7", explained that an animation is how to present a different character with other characters. Also, the book also explained the stages in the process of the making of a character of an animation. With the guide from the book written by Ramadhan, it eased the creator in the making of their creative ideas to make animation films, especially about folklores.

A book titled "Cyber Society: Technology, New Media, and Information Disruption" according to Nugroho (2020), network society is a new phenomenon which emerged in the 20th century, a society where organization structures and elements run in line with the network logic. Network society is where the individuals relate to other individuals in various locations. The discovery of the internet has created a room and new media, with various community characteristics, and the emergence of new cultures.

The infamous digital platform among the creators is YouTube which has become even more popular due to the feature to share video on YouTube increasing its value in its users. YouTube's improvement as one of most popular digital media is an opportunity for the education world as well as other fields (Maziriri, et al., 2020; Mujiyanto, 2019; Rahmatika, et al., 2021). Thus, the existence of digital platforms such as YouTube, enables a place within the development of visual media elements like cinema in Indonesia. Aside from other digital media that can be used as other platforms such as printing media for books and many others.

Previous research by Setyawan (2013) with the research title "Membangun Film Animasi Cerita Rakyat Indonesia" discussed the production process and the stages in building an animated film. In previous research, it produced an animated film design through the stages of animation with a folklore story.

The second research is written by Yasa, et al. (2015) under the research title "Pengembangan Film Animasi 3 Dimensi, Ayo Kita Mengenal Binatang untuk Anak-Anak di TK Laksamana Singaraja". This study discusses how the development process of existing 3-dimensional animated films began to be developed again with different character visuals. In the previous study, a 3-dimensional animated film was used as a learning medium in Laksamana Singaraja Kindergarten which was focused on the target being kindergarten children.

The third research is written by Cahyani, et al. (2021) with the research title "Analisis Video Animasi YouTube Channel "Dongeng Kita" serta Kaitannya dengan Pembelajaran Cerita Rakyat di SMA". This study discusses the content and values in the animated video from the YouTube channel "Dongeng Kita." This study obtained input results in an analysis that stated that the animated video uploaded on the "Dongeng Kita" YouTube channel effectively conveyed to the target audience of high school students.

The previous research written by Choirudin (2018) with the research title "Nilai Budaya dalam Buku Cerita Rakyat Paser dan Berau" discusses the analysis of cultural values contained in folklore can be conveyed to readers through the medium of storybooks.

The research "Presentation of Nusantara's Story through 3-Dimensional Animated Films in the Gromore Studio YouTube Channel, A Study Case" has a novelty value in the aspect of analyzing the response of the target audience from Indonesia which is taken from data derived from the analysis of comments, the number of likes, dislikes, and views from the YouTube channel platform.

## Research Method

Quantitative descriptive research is a method aimed to create images or descriptive over a condition objectively that utilize numbers, starting from data collecting, interpretation over the data, and the presentation of the results (Arikunto, 2006). This type of research is quantitative by using observational descriptive research design. Research is used to see the description of phenomena, description of systematic performed activity and emphasizing on factual data in the conclusion (Nursalam, 2013). This research is quantitative descriptive research. Data source used is the 3D animation film in Gromore Studio YouTube channel. The intended target was the audience respondents. Also, by using primary data collection method as the tool to observe the count for views, comments, comparison of positive and negative comments, as well as the comparison between like and dislike count from the animation videos in Gromore Studio's YouTube channel.

Reference from similar research can be seen from one of Karmapati journal which is titled as "Pengembangan Film Animasi 3 Dimensi Tude The Movie-Sejarah Lagu Merah Putih". This journal reviewed a 3D animation film which lifted a traditional folklore about the history of the song Merah Putih.

Other data source related to this 3D animation film can be seen from the uploaded videos in the range of September 2022, the uploaded videos in Gromore Studio's YouTube channel are 10 different videos with traditional folktales, such as: The Origin of Jombang, The Origin of Bali Strait, The Legend of the Crying Rock, The Legend of Nyi Roro Kidul, The Origin of Serangan Lake, The Origin of Reog Ponorogo, The Proof of Oath of Lembu Suro, Borobudur Temple: History and Facts, Bhatara Guru: The Leader of Heaven, The Statue of Lembu Suro, The Facts of Statue of Roro Jonggrang, and The Prambanan Temple.

## Results and Discussion

Gromore Studio is a studio which produces films with traditional folktales that narrate the story of Indonesia's legends in their YouTube channel called Gromore Studio Series. And also, in the time range until September 2022 has produced around 10 videos with durations of 15 minutes each. Aside from the videos owned by Gromore Studio having various versions and folklores which developed in a particular area in Indonesia, in one of their videos, they lifted various infamous folklores of so many versions available in Indonesia.

The content of the film has planted many moral values. Even by watching the show from the beginning until finish, the plot of the film always gives moral values, so the audience is deeply interested in watching the film and also the film has attractive illustrations on the animation film in Gromore Studio's YouTube channel. The analysis results of the subscriber respondents from the number of comparisons for positive and negative comments, as well as the number of likes and dislikes as can be seen on table 1.

**Table 1.** Scoring responds category on 3D animation films in Gromore Studio's YouTube Channel

No	Aspects	Scores	Criteria
1	Watched	> than 1,000,000 times	Very Good
2	Comments	1000/Video	Very Good
3	Like	600/Video	Very Good
4	Dislike	0	Less

Source: Budi, 2022

Based on Table 1, respondents' scoring toward 3D animation films on Gromore Studio's YouTube channel showed a Very Good category with the percentage of 1 million views, 1000 comments per video, and a total of 600 likes per video. This proved that these films can be recommended as a good show for the social media public (netizen) on the YouTube platform. Character planting aspect became the highest compared to the other aspects. The analysis and interview results with several related respondents, 3D animation films in Gromore Studio's YouTube channel featured traditional folktales with various versions of folklores with different character versions in each show.

Arsita, et al. (2014) stated that animation films show affected behavior patterns. Furthermore, traditional culture utilization aspects in the form of folklore in a folklore's characters' traits can support animation content which contains the culture and local stories packed into interesting presentations. According to Fathurohman, et al. (2014), one of animation film criteria that can be used as media is utilizing proper language and good stories.

Analysis results of the scoring from the Indonesian respondents of Gromore Studio managed to present an interesting and outstanding folktale, also, the audience's responses toward that the 3D animation film were truly good. Indonesian audience's responses truly support animation contents with local cultures and stories when they are presented in an interesting way with proper language. Also, with the revolution of media changes in the form of YouTube platform became a technology adaptation to lift folktales in the form of local stories with folklore versions widely supported by the Indonesian audience. This became a note for Indonesian creators to create similar work that will lift local cultures and stories as the source of story inspiration on a YouTube channel.

Besides the utilization of folklores, in every episode of 3D animation film uploaded in YouTube, character planting is constantly there from the beginning until the end of the story. For example, an episode called "The Origin of Jombang" (Link: <https://www.youtube.com/watch?v=SiWAZvhIxWY>) featured a character of a boy named Kebo Kicak. For his disobedience, he was cursed into a bull-headed man by his parents. Then, Kebo Kicak studied under a powerful master until he turned into a good-hearted man and realized his past mistakes, he was also blessed with an outstanding power in both religion and magic.



**Figure 1.** A boy named Kebo Kicak



**Figure 2.** Kebo Kicak and Soruntanu

Figure 1 described how Joko Tulus grew up into a strong boy, but the situation was against him. He was often bullied by people around him because he had no father figure, thus he vowed that when he is a grown-up, he will make them pay for their wrong doings. Joko Tulus' determination formed stubborn, mischievous, and uncouth characters. When Joko Tulu reached adulthood, he sought vengeance toward those who looked down on him. However, after no one left there to challenge him, Joko Tulus went on a journey to find his father.

Figure 2. Kebo Kicak's pursuit on Surontanu to fight over Tracak Kencono Fortress also became the pursuit trace which created the history of the names of the villages until this day are real and became part of the administration structures of District of Jombang government.

Until this day, the name Jombang is constantly associated with Kebo Kicak. Even though this legend is rarely exposed in the media, the name of Kebo Kicak always becomes the main character that is everlastingly remembered by the citizens of jombang. Kebo Kicak also incised a history in the District of Jombang and until this day, one of the most historical heritages and strongly stood tall as the icon of Jombang is the RinginConton. RinginConton is a giant tree which was a sojourn for Kebo Kicak in his pursuit over Surontanu and Tracak Kencana Fortress which intended to be used as a sacrifice related to the emergence of a plague around Pancuran Cukir hermitage.

The use of YouTube channel media to promote the legend of the archipelago through a well-executed 3-dimensional animated film in the case of The Story of the Archipelago content by Gromore Studio following the concept of folklore



taken and strengthening the results of previous research on the use of YouTube media for education carried out by (Maziriri, et al., 2020; Mujianto, 2019; Rahmatika, et al., 2021).

From the creative side, an attractive visual animation design, accompanied by audio support, can make traditional stories more interesting. Exploring other stories related to Indonesian history and culture can be explored in its development. New stories related to culture and history can be a novelty that continues to be unearthed and developed from the cultural wealth of the archipelago, in addition to stories from Java and Bali. The improvement of animation based on history and culture can be made by paying further attention to the details of the specific ornamental area raised for use in animation.

In response to the findings above, several things can be done. The findings of this study were animations that raise existing folklore and, when executed well, received a good response from the audience. The audience's positive acceptance of this animation that raises folklore makes the delivery of moral messages and the local wisdom contained in folklore easier to convey.

For future development, it will be perfect when the government sector, through the ministry of education and culture along with the ministry of tourism and creative industries, is actively involved and build cooperation through grants assistance to support creators in creating quality and similar creative works. For the next stage, it is necessary to have involvement between historical and cultural communities to enrich this kind of creative content. Finally, good collaboration to strengthen culture in the creative industry, animated content, in an excellent long-term plan can be improved and developed to be better and quality.

## Conclusion

The results of this research analysis show that Gromore Studio has succeeded in presenting the folklore of the Archipelago well and interestingly. The response obtained from the results of the analysis of comments from respondents to the assessment on the YouTube channel provided a sufficient to an excellent percentage of animated content uploaded on the Gromore Studio YouTube channel - Kisah Nusantara. A 3-dimensional animated film with a very well-executed folklore title utilizing advances in digital technology can attract audiences from Indonesia. Audiences strongly support animated content that raises local culture and stories. The YouTube channel platform used to display the animation of the legend of the Archipelago is very appropriate because the YouTube platform is very accessible to the audience, and the audience is familiar with this platform.

From the discussion above, it can be concluded that the adaptation of modern technology to raise and accommodate traditional stories and local wisdom is strongly supported by the people of Indonesia. Ease of access also supports the spread of this animated film among the audience. The positive response obtained from the animated video with the theme of the legend of the archipelago by Gromore Studio can be used as an important note for other Indonesian Creators as input to create similar works that raise local culture and stories as a source of inspiration.

In the future, this research can be one of the reference sources to examine the social impact of changes in audience perceptions of local culture as a result of watching animations that raise local content and are well executed. This research can be developed again to analyze further the audience's opinion about what factors make animated films that raise local content more attractive.

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