

ABSTRACT

WEBSITE DESIGN TO INTRODUCE PENCAK SILAT TO AMERICANS AS A MARTIAL ARTS FORM OF INDONESIA

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Martial arts are one key to understanding the art and culture of a country. Pencak silat is a traditional martial arts form that can be used to understand Indonesian culture. Pencak silat is not well known outside of Indonesia and as such has been under threat from martial arts forms from other countries. In this global world, what is seen in international movies and television often becomes what people want to emulate.

As such this promotion will endeavor to introduce pencak silat to the people of the United States of America, as one of the countries that helps to drive global culture. The people of The United States of America have very rarely heard of pencak silat and need to gain more knowledge about pencak silat.

The main method used to introduce pencak silat to Americans is through a dedicated website. This project designed a website using photography and videography suitable for American youth. A website was chosen since television and print promotions would prove too costly and book sales among the target audience of 16 to 20 year olds have been plummeting. The website will feature mostly photographic and video material and be of an introductory nature.

Keywords: pencak silat, Indonesia, USA, martial arts, youth

ABSTRAK

PERANCANGAN SITUS WEB UNTUK MEMPERKENALKAN PENCAK SILAT SEBAGAI SALAH SATU SENI BELA DIRI DARI INDONESIA

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Seni bela diri adalah salah satu kunci untuk mengenali seni dan budaya dari suatu negara. Pencak silat adalah salah satu bentuk seni bela diri yang dapat menjadi jalan bagi seni dan budaya Indonesia. Pencak silat kurang dikenal di luar Indonesia dan terancam oleh seni-seni bela diri dari negara lain. Di dunia global, hal yang sering dilihat dari film dan tayangan televisi internasional yang sering ditiru.

Promosi ini akan memperkenalkan pencak silat ke khalayak Amerika Serikat, sebagai salah satu Negara yang berperan besar dalam budaya global. Masyarakat Amerika sangat jarang mendengar tentang pencak silat dan perlu mengetahui lebih lanjut.

Metode utama untuk memperkenalkan pencak silat adalah melalui situs maya. Proyek ini merancang sebuah situs menggunakan teknik fotografi dan videografi yang sesuai untuk kaum muda Amerika. Media situs dipilih karena media televisi dan cetak terlalu mahal. Ditambah jumlah penjualan buku untuk target 16-20 tahun menurun tajam. Situs ini akan akan menampilkan foto dan video yang mampu memperkenalkan pencak silat.

Kata kunci : pencak silat, Indonesia , Amerika Serikat, seni bela diri

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