


Animation Videos as a Medium for Information in Introducing the Tradition of Ratu Brutuk

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Article Info	ABSTRACT
<p>Corresponding Author: Putu Satria Udyana Putra E-mail: satria@instiki.ac.id</p>	<p>This research develops a two-dimensional animation as an educational medium to introduce and preserve the Ratu Brutuk tradition of Trunyan Village, Bangli, Bali. The impetus for this study lies in the limited understanding among youth regarding the significance and history of the Ratu Brutuk tradition, compounded by the lack of appealing informational media. Data were gathered through direct observation, in-depth interviews with key figures, and questionnaires. Production followed structured stages, encompassing pre-production, production, and post-production, with a focus on combining narrative, illustrative visuals, and culturally authentic audio. Evaluation included media and content experts as well as a target audience of young viewers, all of whom gave high ratings to the animation's effectiveness. The results indicate that 2D animation serves as an effective platform for raising awareness and cultivating interest in the safeguarding of local traditions among younger generations.</p> <p>Keywords: <i>2D Animation, Ratu Brutuk Tradition, Educational Media, Balinese Culture, Cultural Preservation</i></p>

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INTRODUCTION

Bali stands out as an Indonesian island province celebrated for its remarkable cultural diversity, where art and tradition are deeply woven into the social and religious fabric of its communities. Sacred performances, such as Balinese dance, arise from this close relationship, serving dual purposes as vital expressions of spirituality and as forms of cultural

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preservation. These traditional dances are typically classified as either secular, providing entertainment, or sacred, forming an essential component of religious rites and embodying layers of philosophical significance.

Within this cultural landscape, the Ratu Brutuk tradition of Trunyan Village in Bangli Regency features prominently as a singular heritage event. This ritual is characterized by the sacred Ratu Brutuk dance, perceived by local adherents as the embodiment of ancestral spirits associated with Ratu Sakti Pancering Jagat and Ratu Ayu Dalem Pingit Dasar. Distinct from other Balinese dances, the Ratu Brutuk is performed exclusively by male youths during biennial temple ceremonies at Pura Ratu Pancering Jagat. It is notable for its deliberate absence of musical accompaniment and for costumes crafted mainly from dried banana leaves, underscoring both its exclusivity and cultural gravity.

Amidst contemporary currents of globalization, there has been a marked decline in both public interest and generational knowledge regarding the Ratu Brutuk tradition. Contributory factors include diminished curiosity among younger audiences often attributed to the influx of international cultural influences and limited access to compelling educational resources about the tradition. Survey data reveal that 65.5% of respondents lack familiarity with the history and values underpinning Ratu Brutuk, yet 98.2% agree on the potential of 2D animation as a means of cultural outreach.

This context underscores an urgent need for innovative, effective methods to sustain and communicate such intangible heritage. Utilizing two-dimensional animation as an educational vehicle has demonstrated clear promise in engaging youthful audiences and translating complex cultural narratives into accessible forms. The creation of an animated video detailing the origins, meanings, and practices of the Ratu Brutuk tradition is a strategic initiative designed to stem the erosion of knowledge, revitalize interest, and ensure that this vital heritage endures for future Balinese generations—while preserving its authentic sacred nature. Through this approach, the study endeavors to foster cultural literacy among young people in Bangli, aiding the sustainable and adaptive preservation of Balinese traditions.

METHOD

The design approach adopted in this research began with a systematic identification of needs as well as a thorough analysis of the limited understanding of the Ratu Brutuk Tradition—particularly among the younger population of Trunyan Village. The initial stage integrated findings from field studies, interviews with cultural stakeholders, and questionnaires, revealing that a lack of engaging and accessible media stood as the primary barrier to acquiring information about this tradition. Based on these insights, the main objective was established: to develop a 2D animation-based educational resource that is both captivating and straightforward for audiences to grasp.

Next, the design concept was articulated with an informative-edutainment foundation. By merging authentic visual styles with structured educational storytelling, the design sought to comprehensively convey the tradition's background, values, and distinctive attributes. The core idea materialized through the development of narrative scripts and the establishment of a visual identity, emphasizing the Balinese aesthetic, the unique scenery of

Trunyan, and the spiritual center of Pura Pancering Jagat. Principal characters, Putu and Kadek, were deliberately crafted to personify the role of the younger generation and serve as a bridge between traditional knowledge and a modern audience.

A subsequent, equally crucial step was the execution of focused visual research and the collection of supporting references. This involved consulting a wide range of literature, compiling photographic documentation, and directly observing ceremonial practices and related cultural artifacts. The materials obtained shaped the digital sketches of main characters, important ritual props—such as ceremonial masks and banana leaf garments—as well as background illustrations that reflect Trunyan’s unique heritage and environment. All visual assets were meticulously designed using professional graphic design tools to maintain aesthetic cohesion and high technical standards.

Scripting and storyboarding formed the next pivotal phase to assure a cohesive and engaging visual narrative. The script detailed the division of scenes, character dialogues, narrations, and integration of motion graphics to clarify and highlight cultural information, especially regarding the meaning and practices behind the Ratu Brutuk dance. The storyboard, constructed as a visual sequence, organized the progression of scenes, transitions, camera direction, and character expressions to optimize both educational impact and viewer comprehension.

Attention to aesthetic decisions played a central role in the process, with bright and dynamic colors chosen to evoke a sense of cheerfulness and energy, complemented by the selection of a clear sans-serif typeface to maximize readability. The incorporation of traditional Balinese musical instruments as the audio background further reinforced the animation’s cultural tone, creating an immersive and respectful presentation of local values and atmosphere.

Finally, all components of the design were subject to rigorous validation by both media experts and local cultural practitioners. This review ensured that the final product not only achieved visual and functional excellence, but also maintained cultural relevance and authenticity. As a result, the outcome stands as a meaningful contribution to both the preservation and the broader dissemination of the Ratu Brutuk legacy, utilizing digital media effectively for cultural education in the modern era.

RESULTS AND DISCUSSION

Design Concept

The development of this informational media began with the formulation of an idea aimed at introducing the Ratu Brutuk tradition through a two-dimensional, informative, and cheerful animation. The animated video showcases the natural setting of Bali, highlights temples as the center of the tradition, features dialogs between the main characters Putu and Kadek, as well as narration and illustrations of the Ratu Brutuk dance, enhanced by motion graphics on text elements. The main objective is to ensure that the public can gain a clear understanding of the Ratu Brutuk tradition through engaging and accessible visual media.

Color Scheme

The color scheme in this 2D animation is dominated by bright tones. The use of vibrant colors is intended to enhance visual appeal and attract the audience's attention. Moreover, the cheerful palette conveys a sense of joy and makes the illustrations appear more lively and dynamic.



Figure 1. Application of Bright Colors

In addition, retro colors are used to evoke a sense of nostalgia and reconnect with the stylistic elements of the past, particularly those depicted in the historical explanations. The choice of colors is also closely tied to the distinctive palette characteristic of the Ratu Brutuk tradition.



Figure 2. Application of Retro Colors

Typography

In the production of the 2D animation about the Ratu Brutuk Tradition, a simple and easily readable font was selected. The typeface used throughout the animated video is Sans-Serif. Sans-Serif fonts were chosen due to their superior legibility and readability, which ensures clarity when presenting text. Typography in this animation is specifically intended to enhance the clarity of dubbing and on-screen text. Arial was selected as the primary font because of its high readability and memorability, making it suitable for both print and digital media. This choice helps maintain visual consistency throughout the animation and guarantees that information is clearly conveyed to the audience.



Figure 3. Font Sans Serif

Character asset creation

At this stage, the character created is Kadek, for the two-dimensional animation about the Ratu Brutuk tradition, using graphic editing software. The character asset represents a young male wearing traditional Balinese attire.

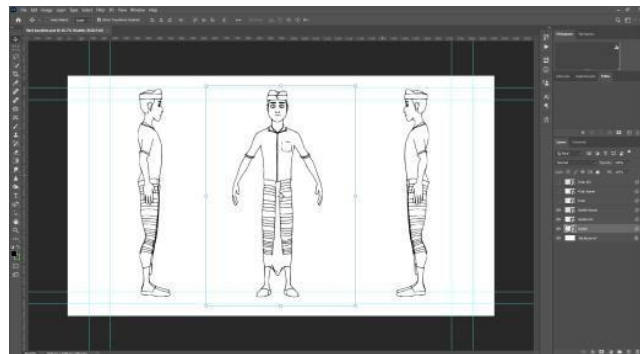


Figure 4. Character Asset

Creation of Ratu Brutuk Assets

At this stage, the main assets for the two-dimensional animation are created, including illustrations of the Ratu Brutuk character, various types of masks, and headdresses/crowns.



Figure 5. Creation of Ratu Brutuk Assets

Background Asset

Background asset creation for this 2D animation is carried out systematically to support the narrative's visualization and reinforce the cultural atmosphere in every scene. The process begins by selecting settings relevant to the Ratu Brutuk tradition, such as the main character's house (Putu), the temple as the principal site of ceremonies, and distinctive natural environments of Trunyan Village, like forests and lakeside views.

The background design is developed through thorough visual research, including on-site photographic documentation, field observations, and collecting references from various literature sources. Each setting is digitally illustrated using professional graphic software, enabling detailed representations that capture the character and ambience intended for the sequence. Visual elements—such as traditional Balinese houses, temples, local vegetation,

and natural color palettes—are rendered in a consistent illustrative style that highlights local identity.

During digitalization, all background assets are drawn with layering techniques to facilitate composition management and camera movement within the animation. Bright and retro color palettes are chosen for the backgrounds to enhance visual appeal, create a cheerful mood, and evoke a sense of nostalgia aligned with historical contexts. Additionally, distinctive Balinese ornamental motifs are incorporated as accents to further emphasize local character in the visuals.

The final version of each background is exported in high-resolution format (1920 x 1080 px, Full HD), ensuring compatibility for animation production and maintaining optimal visual quality across both digital and print media. This production stage guarantees that every background asset not only serves as a visual setting, but also strengthens the cultural context and aids audience understanding of the Ratu Brutuk tradition as depicted in the animation.

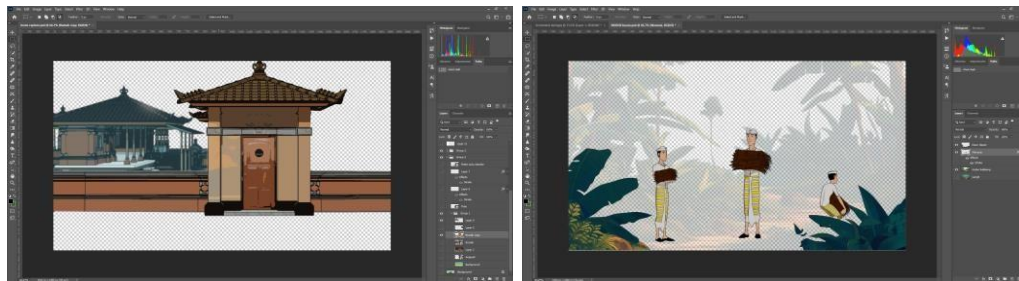


Figure 6. Background Asset

Audio

The audio component of the Ratu Brutuk 2D animation was designed with careful attention to both cultural authenticity and effective message delivery. Traditional Balinese instruments, especially the rindik, form the foundation of the musical background, enriching each scene with an unmistakably Balinese atmosphere and establishing a cohesive sound identity that reinforces the cultural themes of the animation. In addition to the music, the audio production includes essential elements such as narration, character voiceovers, and a variety of sound effects. The narration was recorded by a male voice using a detailed script to ensure clear and accessible communication. Dialogues for the main characters, Putu and Kadek, were dubbed to produce lifelike and engaging interactions, helping these characters connect with a younger audience and enhancing the educational value of the presentation.

Sound effects were selectively added to heighten realism and audience immersion—ranging from ambient environmental sounds to unique elements like the ceremonial whip used in the Ratu Brutuk dance. All audio elements underwent meticulous editing to ensure a seamless integration and precise synchronization with the visual components, resulting in a polished and coherent viewing experience. Recordings were made using practical tools such as mobile voice recorders, and all audio files were processed and exported in digital formats like MP3 for easy post-production handling. In the final stages, thorough reviews were conducted to verify that every aspect of the audio—from the clarity and narrative accuracy to

its cultural appropriateness—consistently met the standards for effective educational and cultural representation in the completed animation.

Animation Technique

The primary animation technique employed in this project is tweened animation. With this method, the animator establishes both the initial and final frames for a character's or object's movement, and then the animation software automatically produces the transitional motion between these two points. Tweened animation was selected as it delivers smooth, efficient, and consistent character motions, making it particularly well-suited for the development of two-dimensional educational animations. In addition to tweening, masking techniques are also incorporated to control visual transitions and apply effects to specific elements within the animation. Masking makes it possible for certain areas of an image to appear or disappear dynamically, helping to create a livelier illusion of motion and enhancing visual storytelling.

Furthermore, a variety of fundamental animation principles are applied throughout the animation, including staging for clear scene composition, straight-ahead action and pose-to-pose for defining sequential movement and keyframes, arcs for natural curved motion, secondary actions to enrich character expression, appeal for visual charm, and solid drawing to maintain consistent proportions, color, and shading. Motion graphics are also utilized in text elements, enhancing the clarity of educational content presented in the animation. The integration of all these techniques, facilitated by advanced animation and video editing software, results in an educational video that is both engaging and easy to comprehend, especially for younger viewers.

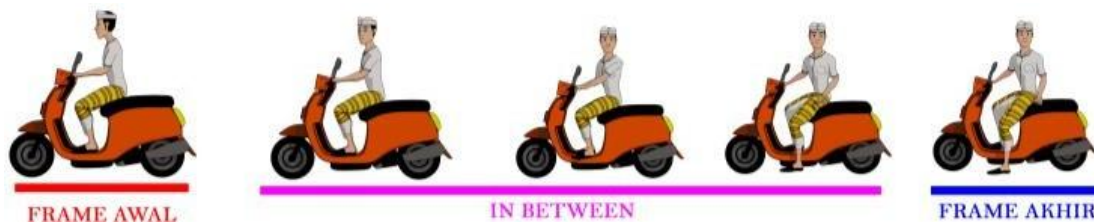


Figure 6. Tweened Animation

CONCLUSION

Based on the design process and the realization of the two-dimensional animation introducing the Ratu Brutuk tradition, several key conclusions can be drawn. The creation of this 2D animated video involved multiple stages, including data collection relevant to the narrative, careful analysis of the findings to ensure alignment with the animation's objectives, and implementation across three main phases—pre-production, production, and post-production. The research conducted in Trunyan Village indicates that the development and introduction of the Ratu Brutuk tradition through 2D animation was successfully implemented and received highly positive feedback. Assessment by media experts resulted in a score of 87% (“Excellent”), evaluations from content experts achieved 91% (“Excellent”), and feedback from the target audience yielded a 94% rating in the “Excellent” category.

These results demonstrate the effectiveness and strong acceptance of the animated media as a cultural and educational resource.

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