

PERANCANGAN MEDIA PROMOSI SENI LUKIS KACA DESA NAGASEPAHA

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Abstrak

Seni Lukis kaca Nagasepaha muncul tahun 1927 diinisiasi Ketut Negara atau dikenal Jro Dalang Diah. Beliau lahir di desa Nagasepaha pada tahun 1909. sebelum melukis, Beliau adalah seorang dalang dan pembuat wayang. Jro Dalang Diah menekuni seni lukis kaca berawal dari Wayan Nitia kala itu tahun 1927 membawa lukisan kaca menggambarkan orang Cina. Keahlian melukis kaca kemudian diturunkan kepada anak cucu hingga cicitnya, kini sudah 4 generasi menekuni seni lukis kaca. Generasi pertama Jro Dalang Diah sendiri. Seni lukisan kaca Nagasepaha berkarakter unik, karena dari kaca dan dibuat terbalik, dengan tampilan berbeda, lukisan kaca Nagasepaha memiliki ciri khas berbeda dengan Bali selatan. Seni lukisan kaca Nagasepaha telah menjalani sejarah panjang, tetapi banyak masyarakat belum mengetahuinya, baik masyarakat lokal atau masyarakat mancanegara. Maka, dalam mata kuliah Tugas Akhir ini digaraplah suatu Branding untuk mempromosikan keberadaan seni lukisan kaca Nagasepaha yang meliputi beberapa media promosi seperti logo, brosur, poster hingga pembuatan video.

Kata-kata Kunci: Seni lukis kaca, Nagasepaha, Branding, video

Abstract

Nagasepaha glass painting art appeared in 1927 initiated by Ketut Negara or known as Jro Dalang Diah. He was born in Nagasepaha Village in 1909. Before painting, he was a puppeteer and puppet maker. Jro Dalang Diah has been pursuing glass painting since Wayan Nitia, at that time in 1927, brought glass paintings depicting Chinese people. The skill of painting glass was then passed on to his children and grandchildren to his great-grandchildren, now he has been pursuing glass painting for four generations. The first generation Jro Dalang Diah himself. Nagasepaha glass painting has a unique character, because it is made of glass and is made upside down, with a different appearance, Nagasepaha glass painting has different characteristics from southern Bali. The art of Nagasepaha glass painting has a long history, but many people do not know about it, either local or foreign. So, in this Final Project course a branding was worked out to promote the existence of Nagasepaha glass painting which includes several promotional media such as logos, brochures, posters to making videos.

Keywords: Glass painting, Nagasepaha, Branding, video.