

ABSTRAK

Calung Banyumas merupakan alat musik tradisional berbahan bambu wulung yang menjadi identitas budaya Banyumas, namun minat generasi muda terhadap kesenian ini terus menurun akibat masuknya budaya asing serta minimnya media pengenalan yang menarik dan mudah diakses secara digital. Penelitian ini bertujuan untuk merancang model tiga dimensi (3D) yang dapat menggambarkan alat musik calung Banyumas secara akurat dan mengimplementasikannya ke dalam media visual interaktif berbasis *website* yang mudah diakses publik. Penelitian ini mengangkat empat instrumen calung Banyumas, yaitu gambang, kenong, dhendhem, dan gong bumbung, dengan media yang mencakup visualisasi bentuk, teks deskripsi, dan audio visual. Metode pengembangan yang digunakan adalah ADDIE (*Analysis, Design, Development, Implementation, Evaluation*), dengan data dikumpulkan melalui observasi, wawancara, studi pustaka, dokumentasi, dan kuesioner, sementara analisis kelayakan media dilakukan menggunakan perhitungan persentase skor berdasarkan skala *Likert*. Hasil penelitian berupa *website* interaktif yang memuat model 3D empat instrumen calung beserta fitur interaktif, informasi deskriptif, dan simulasi permainan virtual yang telah dipublikasikan secara daring dan dapat diakses oleh masyarakat umum. Evaluasi kelayakan menunjukkan persentase sebesar 91,25% dari validasi ahli materi, 78,75% dari validasi ahli media, dan 87,87% dari uji coba pengguna, dengan rata-rata keseluruhan 85,95% yang termasuk kategori Sangat Layak. Berdasarkan hasil tersebut, dapat disimpulkan bahwa media visual interaktif ilustrasi 3D calung Banyumas yang dikembangkan layak digunakan sebagai sarana pengenalan dan pelestarian alat musik tradisional Banyumas kepada masyarakat luas.

Kata kunci: alat musik tradisional, calung Banyumas, ilustrasi 3D, media visual interaktif, metode ADDIE

ABSTRACT

Calung Banyumas is a traditional musical instrument made of wulung bamboo that serves as a cultural identity of the Banyumas community, yet young people's interest in this art form continues to decline due to the influence of foreign culture and the lack of engaging, easily accessible digital introduction media. This research aims to design a three-dimensional (3D) model that can accurately depict the Banyumas calung instruments and implement it into a website-based interactive visual media that is easily accessible to the public. The study covers four calung Banyumas instruments, namely gambang, kenong, dhendhem, and gong bambung, with the media encompassing shape visualization, descriptive text, and audio-visual content. The development method used is ADDIE (Analysis, Design, Development, Implementation, Evaluation), with data collected through observation, interviews, literature study, documentation, and questionnaires, while the media feasibility analysis was conducted using percentage score calculations based on the Likert scale. The results of this research produced an interactive website containing 3D models of the four calung instruments along with interactive features, descriptive information, and a virtual playing simulation, which has been published online and made accessible to the general public. The feasibility evaluation showed a percentage of 91.25% from material expert validation, 78.75% from media expert validation, and 87.87% from user trials, with an overall average of 85.95%, categorized as Very Feasible. Based on these results, it can be concluded that the developed 3D illustrative interactive visual media for Banyumas calung is feasible to be used as a means of introducing and preserving Banyumas traditional musical instruments to the wider community.

Keywords: traditional musical instrument, calung Banyumas, 3D illustration, interactive visual media, ADDIE method