# Aesthetics Study of Mesatua Bali's Culture in Digital Media

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*Abstract-* **The purpose of this study was to find out the design phenomenon in the emergence of Balinese Mesatua Culture, which was originally known as an oral culture and has now developed into a visual culture in the picture story. To meet the needs of the data used as research material used qualitative research methods, namely by conducting interviews, observation, documentation. Observation of objects are guided by the aesthetic study of phenomena to fine-tune an object. Mesatua Balinese culture develops in this media becomes a product that pays attention to content, which has practical functions along with efficient, effective and health safety rules with an attractive design appearance in the visual appearance of picture stories. Interestingly the picture story is very influential on the can convey children's imagination into the story contained in it. The results of this study are nine guiding aspects to the design phenomenon consisting of materials, tools, energy, spiritual socio-cultural, psycho, bio physics, status, artistic, and practical functions, giving insight into the present visual design concept that tends to be oriented towards a sense of content and arouse the emotions of the audience.**

*Keywords— esthetics, ergonomics, efficient, effective, health safety, digital media, emotional design, design phenomenon.*

## I. INTRODUCTION

The decline of Mesatua culture in Bali made the Mesatua tradition in Balinese society almost extinct. Mesatua Bali is a tradition of storytelling performed by parents on their children [1]. This makes the loss of traditional culture that has cultural values that are very important for children. However, with the effort to preserve traditional culture, Mesatua Bali began to be reintroduced along with the development of digital media. Whereas the beginning of the Mesatua Balinese culture known as oral culture (audio) is now beginning to be known as an audio visual culture that is poured into digital media with picture stories that appeal to children. Preserving traditional culture is not merely the interests and responsibilities of the government, but also the obligation of all levels of society. And culture is an inheritance from our ancestors or ancestors that is invaluable. Lev Manovich in The Language of New Media explains that a general understanding of new media or digital media is more identical to the use of computers for dissemination and performance rather than the production process. Even if we want to see and understand the effects of computerization in

culture as a whole, then this definition is too limited [2]. New media or other names of digital media, face the challenge of the concept of transparency in realism. Artists (people who present themselves in new media) who are present on the internet, for example, have the opportunity to present an alternative world and region where visitors are positioned not only as spectators, but also as active agents involved in artistic dialogue. This means that people who are present on the internet encourage visitors to have an involvement in the creative process they present, either by giving voice, comments, support or criticism [3].

This research is inseparable from previous research, currently found several studies that discuss about Mesatua Bali. In a study entitled the title of a Generative Morphology Study in "Satua Bali Tales From Bali", I Gusti Ayu Agung Dian Susanthi explained that generative morphology theory has rules in the formation of new words with transformational rules. His research is good in terms of literary works in old Bali. However, the topic discussed was about the elements of the language and the words used in the old Balinese originating from the data in the book "Satua Bali Tales from Bali" [4]. Ida Bagus Kompyang Septa Perwira officers conduct research with the title Android-based Bali I Belog Game Design Game [5] and I Wayan Putu Adi Wiguna's research on the Development of Educational Games in Bali "Pan Cubling" Based on Android [6], unfortunately the research focuses more on Android-based game design. As for I Nyoman Wirata with his research entitled The Effect of Mesatua Tradition as a Method of the Sebagaya Friends Group Approach in an Effort to Change the Brushing Behavior of 2016 Sayan Ubud Elementary School Students [7], and the research of Anak Agung Wife Vera Mahayuni entitled Media Satua Bali Influence on Science Learning Interest Grade IV students in Cluster II [8], however this study has a more psychologically close approach to the influence of old traditions on children's behavior. Therefore the researchers conducted a study of aesthetic studies in depth on the development of Balinese Mesatua culture which is now applied visually in digital media.

My previous research entitled the creation of the Mesatua Bali pop-up book entitled "I Lubdhaka" with pull tab techniques as an effort to preserve traditional culture was successful in the introduction of Balinese Mesatua culture

again. Then to continue my previous research regarding the introduction and enrichment of traditional cultural preservation through visual aesthetic studies of Balinese Mesatua culture. Therefore, my aim of this research is to find out the design phenomenon in the emergence of Balinese Mesatua Culture in which Mesatua Bali was originally known as an oral culture (audio) and has now developed into a visual culture in the story (audio visual). To support this research, qualitative research methods are used, hoping to use this method as a guide so that this research can focus on the facts in the field.

## II. METHOD

The location of this research was conducted on the island of Bali. The object in this study is the Balinese Mesatua culture which is currently very rarely known and known by Balinese people, especially children. At first Mesatua Balinese culture known as oral culture (audio) is now beginning to be known as an audio visual culture that is poured into digital media with picture stories that appeal to children. This effort is carried out by the Nusantara Katur Community which is located in Denpasar City. One of the stories that lifts the story of Mesatua Bali made in 2017 which was chosen as the object in this study.

This study uses a qualitative research method. This method is used to examine the condition of natural objects. While data collection techniques are carried out by observation, interviews and documentation. The interview approach is done to get accurate information directly. Based on interviews and observations made at the Bali Provincial Culture Office on December 3, 2015 to I Putu Sedana who is the Head of the Preservation and Art Development Section of the Bali Provincial Cultural Office. The interview was conducted at 10:00p.m, which explained the development of the Balinese Mesatua. Actually Mesatua Bali is a tradition that has long been applied by the people on the Island of the I Gusti Made Agus Susana, as a cultural figure who studied about Mesatua Bali, on December 5, 2015 at 3:00 p.m, he explained that the Balinese culture of Mesatua was a tradition of routine parents or grandparents to their children or grandchildren which are usually carried out to deliver children's sleep. The respondent conducted began in 2017 until now in the Community which is a community of collectors who participated in efforts to develop and preserve the culture of Mesatua Bali, located in Denpasar, Bali.

Through a qualitative approach, the data obtained can be suitable and capable of supporting the study of Balinese Mesatua cultural aesthetics in digital media. Data analysis in this study is inductive / qualitative based on facts found in the field and then constructed into hypotheses or theories. According to Sugiyono (2014), the results of qualitative research emphasize more meaning than generalization [9].

## III. RESULTS AND DISCUSSION

Data reduction conducted by the author in this study by sharpening, classifying, directing and classifying so that the final conclusion can be taken. That way the researchers have obtained basic data from the results of the reduction of the development of Balinese parents who can help researchers to conduct further data collection on Balinese cultural aesthetics studies in digital media.

The data presentation is done by compiling all the related data, thus giving the possibility of the results of the data collection. The presentation of the data in this study was carried out in the form of descriptions and charts from the development of Mesatua Bali to the study of Balinese cultural aesthetics in digital media.

Withdrawal of conclusions by analyzing all available data, the researcher draws conclusions from data reduction and presentation of data that has been done. The conclusion drawn by the researcher from the data reduction that has been carried out on the study of Balinese Mesatua cultural aesthetics in digital media.

The extinction of the Mesatua tradition in Bali makes the loss of traditional culture that has cultural values that are very important for children. Where culture in a nation is a priceless asset, without the culture of a nation will be looked down upon by other nations. And culture is an inheritance from our ancestors or ancestors that is invaluable. Preserving traditional culture is not merely the interests and responsibilities of the government, but also the obligation of all levels of society. The importance of maintaining the existing culture, due to the entry of foreign cultures entering Indonesia. The lack of filtering on foreign culture that entered Indonesia made the culture in Indonesia begin to wear off. As a nation and people of Indonesia, they should be aware of the importance of the form of a culture. Not only understanding, but from now on trying to keep preserving the cultures in Indonesia [10].

The efforts made by the Nusantara Katur Community have led to efforts to preserve traditional culture. Because, the culture of the ancient people is also considered not in accordance with the times. Even more tragic, it is stated that Mesatua is an ancient way of educating children that must be removed. This is because most parents provide the widest opportunity for their children to watch television and play videos and play play stations. Whereas according to Suarjana (1994) in Mesatua Bali many cultural values are very high and universally applicable. One of the cultural values is positive behavior in an effort to preserve the environment as mandated by Pancasila [11].

From some of the Story Picture works created by the Nusantara Katur Community, the writer chooses one of the stories of the Balinese Mesatua with the title Ready to Solve the Sign of Meng Kuuk. According to the author, this work has more stories with a more complete version than other works made by the Nusantara Katur Community.

Figure 1 is presented one of the stories taken from Balinese Mesatua culture entitled Ready Selem signed by Meng Kuuk, the story was sadur by I Kadek Putra Gunawan into a digital media of pictorial stories that were applied together with the Nusantara community of works & speech.

The cover depicts all the characters involved in the story, ranging from Ready Selem (Black Chicken), the child from Ready Selem who has black feathers and also the hairless tone named Doglagan, along with several cats

involved in this story with the term Meng Kuuk (Naughty Cat).



Fig 1. Photograph image of cover Siap Selem teken Meng Kuuk (Nusantara Katur Community)

The visual appearance of each character has its own visual appearance. The size and appearance of the character makes it easy for the audience to recognize each character contained in the story. The color elements that are poured on each character also add an interesting impression when they first see it. However, the selection of colors in the Ready Selem character (black chicken) which must be black in the visual looks dark gray, as well as the color of the character I Doglagan (non-haired chicken) is given a brown color which should be displayed as a child chicken that doesn't have feathers.

The elements are basically the same or similar, but vary in shape, color and size. The application in this visual display includes the diversity of color tones with variations of analogous color tones and character subjects on each page that produce interesting and harmonious unity.

Color unity can be obtained if the colors are used, namely the similarity relationship and the similarity relationship of the colors used. To get the color harmony, the right proportion / color ratio is needed. According to Sanyoto (2009), the proportion or comparison is related to size. In order to obtain a comparable composition, there is nothing in the stem that is prominent, it is necessary to compare the width of the color used. In essence colors are able to stimulate and create visual appeal in a design work [12].

Figure 2 is the first page after the cover of the Ready Selem story is signed by Meng Kuuk. In making this work, it is shown that the principle of unity is applied as a combination of elements that support each other between images and text to obtain the intended focus point.

Each content page in the Ready Selem story, Meng Kuuk, is always equipped with an explanation of the plot of the text story. With that, the audience can easily understand the meaning and the message the story wants to convey on

each page. In addition to text, visual or image display plays a very important role in this work, the images presented with the visual appearance and distinctive colors on each page can attract the attention of the audience or the reader in listening to the contents of the story to develop their imagination.



Fig 2. Photograph image of page 1 (Nusantara Katur Community)

In presenting a visual display of this work, the need for an effort of very high creativity in order to be able to develop the imagination of the audience. In essence, human beings have the freedom to create, because creativity is considered as an area of unlimited imagination. According to Bohm (2006), in a person, creativity becomes a process of thinking and learning to find harmony in life that brings new values, in his view, and for those who need them [13].

Figure 3 shows that this work uses an asymmetry layout or layout, this is indicated by the existence of a division of fields that are not as large. According to Kusrianto (2007), asymmetric layout is likely to display a dynamic, moving, lively, attractive and rhythmic balance, so that the communication process and the delivery of meaning messages are more than just appearance [14].



Fig 3. Photograph image of page 2 (Nusantara Katur Community)

Layout in this case plays an important role in the success of visual communication, because with a systematic arrangement and construction will create an orderly arrangement, an interesting and balanced composition so that it can attract the public to respond to the content of the

messages delivered in the story and the visual appearance presented.

Figure 4 is the fourth page in addition to the cover that utilizes text or typography elements applied to the visual display, as well as other pages that utilize the text as a supporting medium to strengthen the inclusion of a visual display of the story. In the above work, choosing 2 types of fonts used in the cover applies the script font type and Sans serif font type that is applied on each page. The type of script font in this work resembles the letters of a hand stroke that is done with a pen, brush or sharp pencil and is usually found with italics to the right. This script font also gives the impression of being personal and familiar. Then the sans serif font type is commonly known as a font without fins / serif, this type of letter does not have fins on the end of the letter and has the same or almost the same thickness. The impression generated by this type of letter is modern, contemporary and efficient.



Fig 4. Photograph image of page 4 (Nusantara Katur Community)

In this work is also displayed font arrangement commonly known as typography. According to Supriyono (2010), Typography meant here is the art of choosing and arranging letters by setting their spread on available spaces to create a special impression, thus helping the reader to get the maximum reading comfort [15].

Figure 5 presents the Ready Selem picture story frame with Meng Kuuk signed on nine pages starting from the cover to the contents of the story.



Fig 5. Photograph image of series stories Siap Selem teken Meng Kuuk (Nusantara Katur Communit)

In the aesthetic study of Balinese Mesatua cultural objects in digital media with the title of Ready Selem

pictorial story Meng Kuuk's signature on this study aesthetically refers to the theory of Ahadiat Joedawinata. According to Joedawinata (2017), there are nine guiding elements or aspects in the design phenomenon which consists of three parts, namely; human, content and financing phenomena [16].

*1) Humans*

Three elements in humans are Spiritual Socio Culture, Psycho, Bio Psysics. Humans in this case always have needs, desires and fears (need, will, and fear) in accordance with the way of looking at life (world view), their respective situations and interests. In different cultures and human life experiences as the personality background of an individual will process things that are absorbed as a stimulus by the senses, which are sensed by the five senses elements such as vision, kissing, listening, feeling, touching even stone material, sound water, sense of touch, temperature, air movement (wind) and others.

So many efforts and reasons were taken to preserve Bali's Mesatua culture, this effort was carried out by the Katur Nusantara Community in an effort to present Bali's Mesatua culture which was originally known orally and in writing now displayed in an attractive visual style. This is also done by looking at the lives of Balinese people, especially children who are more likely to know and be affected by technological developments. They need an adjustment to their current environment which is growing rapidly so that many of them are not aware of their traditional cultural heritage.

*2) Charge*

In the Ready-to-Draw picture story framework, it will display the appearance of visual design by emitting the contents of practical practical functions, artistic aesthetic expressions and symbolic values.

*a) Useful practical functions that are loaded with effective efficient properties*

The offerings given to the public as audiences and readers with the publication of the Balinese culture of Mesatua into digital media provide convenience to the audience in accessing it. All can be obtained in his hand just by using a cellphone or smartphone.

*b) Artistic aesthetic expression*

From the range of Mesatua Balinese cultural development from oral development to literary works and now re-developed with a visual display with the selection of colors and styles of images. This can increase the imagination of the girls, especially children whose thinking power will be more attractive with a variety of imaginations given the visual appearance.

However, as for the strength of the cultural heritage that was lost in this visual presentation, namely the Balinese visual style. Where Bali when remembered and revisited Bali actually has its own distinctive visual style and character. However, current visual offerings still cannot display the Balinese visual style.

*c) Symbolic values*

For the time being socioeconomic status is the main concern of someone who must always be maintained and improved. In addition to that, the noble value of Balinese Mesatua culture which has a high moral message can still be contained and conveyed in the effort to develop Balinese Mesatua culture into digital and visual media.

According to Suparlan (1990), In empirical reality at the individual level it is possible that there are deviations in attitudes and behavior as a result of cultural knowledge possessed [17]. However, clearly the attitude and social behavior of members of a society are not free from culture which is essentially a complex knowledge, values, ideas, vital, as well as beliefs or beliefs that control them [18,19].

### 3) Financing Phenomenon

In the phenomenon of fines there are 3 elements including Material, Technique / Skill / Tools, Energy / Power. In the current technological development, the cultural development of Mesatua Bali in digital media is not an impossible thing anymore. Pseudo can be done easily in a computer / laptop device and is supported by a variety of software in displaying the shape to the color selection that is used by illustrators today by empowering the skills possessed in pouring Balinese Mesatua culture in digital media.

This phenomenon has become an event of change and the emergence of an object from a Mesatua Balinese culture which was originally known as oral culture in Bali increasingly developed into satra works in the form of books and has now developed into an audio visual culture that is presented into picture stories with visual appearance that attracts the public to know, see and read. This development effort is an effort to preserve Balinese traditional culture which is very mandatory in the outside and is guarded by all components of society, especially children. This also does not rule out the possibility of introducing Balinese Balinese culture to national and even international scale.

Figure 6 shows a Mayall theory diagram from a study of Balinese Mesatua cultural aesthetics in digital media. According to Joedawinata (2017), explained elements of mayall theory, starting from learning, ergonomics, and aesthetic from the results of the study of this research object [20].
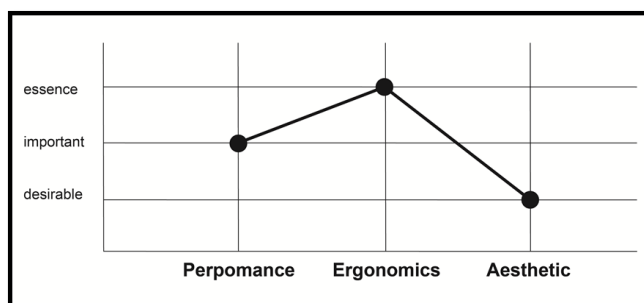


Fig 6. Photograph image of diagram theory mayall

In this study, it can be stated that Perpomace is very important in the emergence of an event of changes in oral culture (audio) into a pictorial story culture (audio visual).

Its development into digital media that is supported by technological progress in fact is badly needed for an ergonomics money to be applied and can be easily used by the audience. And the stylish visual appearance is expected to attract the attention of the audience to enjoy the presentation of an object.

## IV. CONCLUSION

From the study aesthetics of Mesatua Bali's cultural in digital media, it can be concluded that the contents that are practical and efficient functions that are oriented towards the visual appearance of today's designs can provide a sense of content and inspire attraction.

## ACKNOWLEDGMENT

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