

ABSTRACT

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Title: Designing Toys Action Figure-ondel

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Further development of innovation culture continues to grow. Development include changes in the functional and aesthetic aspects. Likewise ethnic Betawi arts have a variety of arts, such as ondel-ondel. This art is constantly changing with the times. This is in line with the change of the times. Innovations in the design of the functional aspects of this make-Ondel Ondel turned into toys Action Figure. Toy action figure is a character that pose, made of plastic or other material and characters are often drawn based on movies, comics, video games or television shows. For innovation this time is based on the Betawi arts



Keywords: innovation culture, ondel-ondel, action figure

ABSTRAK

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Judul : Designing Toys Action Figure-ondel

Desain Produk Grafis dan Multimedia

Inovasi pengembangan Budaya semakin terus berkembang. Perkembangannya meliputi perubahan aspek fungsional dan estetis. Begitu juga kesenian Etnis Betawi memiliki bermacam-macam kesenian, misalnya ondel-ondel . Kesenian ini seiring perkembangan zaman terus berubah. Hal ini seiring dengan perubahan perkembangan zaman. Inovasi dalam perancangan ini membuat aspek fungsional ondel-ondel berubah menjadi mainan Action Figure. Action figure adalah mainan berkarakter yang berpose, terbuat dari plastik atau material lainnya dan karakternya sering diambil berdasarkan film, komik, video game atau acara televisi. Untuk inovasi kali ini berdasarkan dari kesenian betawi



Kata kunci : inovasi budaya, ondel-ondel, action figure