

ABSTRACT

One of the folklore from the Banyumas culture is about the legend of the birth of four regencies in Central Java, namely Raden Djoko Kahiman. This legendary figure is quite important because the origin of the four regencies in Central Java, known as "barlingmascakep," is traced back to him. Unfortunately, Raden Djoko Kahiman is not widely known, especially among the Banyumas youth, who are more familiar with other figures unrelated to their culture. Therefore, this research aims to create a motion graphic design about the significance of Raden Djoko Kahiman as a means of preservation among the younger generation. The research method used is descriptive qualitative, involving interviews, literature reviews, questionnaires, and documentation. The analysis method utilized is the 5W+1H approach, identifying the main causes and developing solutions. The outcome of this study is the production of the first motion graphic video narrating the life story of Raden Djoko Kahiman, from his childhood to adulthood, and how he became the 7th Adipati Wirasaba, giving birth to the four regencies in Central Java - Banyumas, Banjarnegara, Cilacap, and Purbalingga. To support the primary medium, additional media such as posters, stickers, foldable comics, mascots, Instagram feeds, reels, thumbnails, and video trailers are designed. Through this design, it is hoped that the media created can effectively preserve the culture of Raden Djoko Kahiman and contribute to its recognition among the younger generation.

Keywords: *Motion graphic, Folklore, Barlingmascakep, Raden Djoko Kahiman, teenagers*