

# TRADITIONAL FIGURES MARKETING COMMUNICATION ACTIVATION ON IS YUNIARTO'S DIGITAL WAYANG DESIGN

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## ABSTRACT

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Digital Wayang design created by Is Yuniarto show the uniqueness of wayang design that contains both traditional and modern action figure characters. On his instagram account @is.yuniarto, he share works on redesigns of fictional hero characters from Marvels with traditional Indonesian touch.

Using digital marketing communications perspective, this study aims to describe the discourse of traditional figure marketing communication activation on Is Yuniarto's digital wayang designs. The discourse revealed descriptive qualitative approach Pierce's Semiotics methods.

The result shows that wayang design by Is Yuniarto is making a local name that is similar to Marvel serial characters universally. The characters use local terms i.e: Kalangga, Kalawisa, Kalagetih, Biawak, Khageswara, Ki Astapadha, Bajra and Tuyul Ijo. This character's activation using digital content communication competence that visualized through character traits, supernatural powers, colors, and weapons ownership by local tradition.

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## 1. Introduction

Digital comic initiate by Kim Jun Koo as the founder of LINE Webtoon around 2004 when the print comic industry was facing difficult times. From this point, there is a transition to an all-digital world from printed comics that cause higher cost and resources. Anyway, this digital platform presence makes comic artists easier to expand their markets and their works to other people.

In the other hand, the number of digital comic readers is increasing all the time. Based on data released by Line Webtoon in April 2015, Indonesia has succeeded becoming the largest readership of digital comics compared to other countries, with 6 million active users (Khoiri and Christina, 2020).

One of most active comic artist and art illustrator namely Is Yuniarto. He uses digital platforms as a forum for sharing his character illustration designs into the digital world.

Many of his works are well known to the wider public in Indonesia through Instagram account @is.yuniarto. With this account, he redesigns fictional hero characters from Marvels characters by adding a traditional Indonesian touch and making the results even better.

Meanwhile, his first works known as *Wind Rider* was a collaboration with illustrator John G. Reinhart. This comic won a nomination for the Komikasia Award in The Best Cover, Best Character and Best Comic categories. In 2007, Yuniarto collaborated again with Reinhart and Aswin Agastya to released a comic trilogy *Knights of Apocalypse*, that became his second works. The third works released in 2009, entitled *Garudayana* which display a modern visual style, dialogue, and story. This works became a breakthrough of new generation Indonesian Wayang Comic Series. The fourth, launched the comic *Garudayana* and *Grand Legend Ramayana* in 2015. Last, Yuniarto also released comic which is titled *Tiger Dance: Spirit of the Archipelago* in 2020 (2021, [www.liputan6.com](http://www.liputan6.com)). Lately, Is Yuniarto also took advantage of the promotional moment of the *Venom* film in Singapore by making wayang works with Marvels and Star Wars superhero characters from 'Avengers: Infinity Wars' that directed by Joe Russo, Benedict Cumberbatch and Karen Gillan.

Based on the results of Nirmana's (2015) research, since December, 2015, Yuniarto has been uploading visual works of wayang figures with visualizations using a mixture of Indonesian shadow puppet figures and superhero figure characters on his social media account. One of his well-known works is *Wayang Ananta Yudha*, which appeared in April 2018. The characteristics of *Ananta Yudha* are representations of the figures in the *Avengers: Infinity War* film has been attracted people to discuss. Nirmana's qualitative research aims to interpret the form of visualization and the phenomenon of the appearance of the *Ananta Yudha* Wayang, using Barthes's Semiology. The researchers used *pop culture*, eclectic, and commodification as the theories. The result shows, *Wayang Ananta Yudha* is a visual expression of popular culture which is a blend of elements from the past with the present, as well as a form of commodification of Marvels Studio's superhero figures.

Ajepe and Ife Fiyinfolu (2021) finding about Multimodal Discourse Analysis of Digital Marketing Contents on Facebook explicated that semiotics such as color, symbols, gaze, distance, frames, etc. heightens the linguistic component of the ads. The research on Department of English & Languages AfeBabalola University Ado -Ekiti, Ekiti, Nigeria using Semiotics Analysis, Kress and Van Leeuwen's theory, visual grammar, digital marketing, discouse.

Discourse analysis is another tool used by Park, H., & Lee, J. (2019) to expose digital consumerism and culture. Discourse analysis applied to digital products. Based on the content of online product reviews and the messaging tactics used to communicate digital consumerism, the results showed considerable cultural differences between the United States and South Korea. Online product reviews revealed that legal power was less frequently observed in the United States than economic, technological, and social power; in South Korea, on the other hand, economic power was most frequently noted, followed by social and technologic power. Specifically, in terms of message strategies, digital consumerism was primarily expressed through transformational messages in online product reviews from both countries, while distinct message strategies were used in the US and South Korea to express different types of online consumer powers.

Rosen & Minsky (2017) identified that the Activation Imperative was created to create synergies and leverage every marketing effort to build decision-making that would transcend current trends and the emergence or disappearance of new technologies, platforms

and channels, consistently. Through the same approach will be able to activate brands and greater value expectations from consumers.

Product innovation is defined by Rioche & Ackermann (2013) as a novel product that is viewed as such by consumers and is viewed as such from a market perspective. They will also give the perceived newness value and define design newness as a construct in product innovation. Furthermore, enhancing current products by adding new features or a new model, changing into a new procedure, or changing into new attributes will have an impact on the higher perception value.

Furthermore, innovation is mentioned by Khalil (2000) as a creative component of technology management. It entails introduction into the market through commercialization or use. It is also linked to the generation of value and meeting the needs of customers. The survey made clear that innovations that are deemed successful are ones that customers believe offer value. Therefore, innovation needs to add to the development of value in order to be accepted by the marker.

The novelty of this study lies in Yuniarto's revolutionary superhero product packaging, which enables the world's population to ingest the wayang kulit figures. Wayang Kulit, a traditional Javanese shadow puppet theater that has been popular in Java for generations, is one of the numerous traditional figures in Javanese culture that have religious and spiritual importance. Another illustration is the legendary Javanese queen Ratu Kidul, who is said to have lived in the Indian Ocean and controlled the sea spirits. In addition to being frequently connected to the color green, she is also thought to possess magical abilities that can either benefit or hurt those who ask for her favor. Not to be forgotten is Kyai Gede Ing Suro, a demon or spirit from Java who is sometimes pictured as a powerful warrior with a flame-filled head. People frequently invoked him during customary Javanese ceremonies and rituals because they believed he had the ability to defend against evil spirits.

From an alternative perspective, it's fascinating to examine how Yuniarto utilized the opportunity to promote Venom in Singapore by creating wayang works featuring Marvel and Star Wars superheroes from "Avengers: Infinity Wars" for directors Joe Russo, Benedict Cumberbatch, and Karen Gillan.

## 2. Method

The research paradigm is a framework that comes from a researcher that explains how researchers understand a problem and make testing steps as a basis for answering problems in the research (Darwin, et al., 2021). The constructivist paradigm is where the truth of a social reality is seen as a result of processes and adaptation to social conditions, and the truth of a social reality is relative (Kriyantono, 2016).

Qualitative research methods with inductive analysis are research that does not look for factual data for the sake of proof or rejection, but by looking for various facts. These facts were then analysed and then made into a conclusion in the study (Anggito & Setiawan, 2018). The paradigm used in this study is the constructivist paradigm. This paradigm views social science as a systematic analysis of *socially meaningful action* through direct and detailed observation of the social actors concerned create and maintain or manage their social world. Aims to describe a culture, both material in nature such as cultural artifacts and abstract in nature, such as experiences, beliefs, norms, and group systems studied, Mulyana (2010: 161).

This study used a qualitative content analysis method using Pierce's semiotic analysis tool. Pierce put forward a theory *trichotomior* triangle of meaning which consists of three main elements, *Representing*, *Interpreting* and *Object* (Liszka, 1996). Therefore, the researcher used three elements in this theory to analyze Is Yuniarto's wayang. In other words, a type of symbolic representation that may be recorded, documented, or stored for analysis is what is referred to as a document in this qualitative content analysis.

The smallest unit that the researcher examined was wayang content design with the theme: 1. Adiwira Wilwatikta Kalangga, 2. Adiwira Wilwatikta Kalawisa, 3. Adiwira Wilwatikta Kalagetih, 4. Adiwira Wilwatikta Durjanaka Biawak, 5. Adiwira Wilwatikta Durjanaka Khageswara, 6. Adiwira Wilwatikta Durjanaka Ki Astapada, 7. Adiwira Wilwatikta Durjanaka Bajra and 8. Adiwira Wilwatikta Durjanaka Tuyul Ijo



Figure 1: Wayang Design of Is Yuniarto  
Source : @is.yuniarto, 2022

This qualitative message content analysis refers to an integrative and more conceptual analysis method to finding, identifying, processing, and analysing documents to understand their meaning, significance, and relevance (Bungin, 2001: 203). In the content analysis method, a method is defined to study and analyse communication in a systematic, objective and real way towards visible messages (Bungin, 2003: 134-135).

### 3. Results and Discussion


Semiotics analysis was conducted for Is Yuniarto's puppet characters on ADIWIRA Wilwatikta: Reimagined Marvel's heroes in Indonesian ancient kingdom Majapahit era (1293-1500 AD). The character was posted on the Instagram account @is.yuniarto in May 2022. Through his work, Is Yuniarto helped preserve wayang as an invaluable world masterpiece in the art of storytelling or UNESCO's Masterpiece of Oral and Intangible Heritage of Humanity.

Adiwira Kalangga literally means a hero from the land of Kalangga. Negeri Kalangga is a legendary kingdom and sometimes regarded as a kingdom located in the interior of Java. Adiwira Kalangga is described as a warrior who is brave, firm, and full of enthusiasm. Wayang Adiwira Kalangga represents courage and fighting spirit in facing challenges and difficulties.

Adidurja, on the other hand, is a god who is described as a hero who has many powers, such as punching power, jumping power, and spirit power. Adidurja is also known as a force that helps and protects humanity. Wayang Adidurja represents strength and protection in overcoming obstacles and dangers.

So, the design of the Adiwira Kalangga vs Adidurja puppet has a different meaning, but both of them represent the values of courage, fighting spirit, protection, and strength in overcoming all challenges and difficulties.

**Table 1. Result of Design Adiwira Wilwatikta Kalangga**

Figure at Marvel	Description	Traditional Figures	Description
 <p>Spiderman</p>	<p>A fictional superhero from Marvel Comics, Spider Man was created by artists Steve Ditko and Stan Lee. It debuted in August 1962's Amazing Fantasy #15 (issue 15). It has been one of the most well-known superheroes worldwide.</p>	 <p>Adiwira Wilwatikta Kalangga Parit Parikesit is a teenager who works as a wall carving maker from Trowulan. One day his village was attacked by a group of thieves. He ran into the forest and hid in a cave. In the cave, he was bitten by a poisonous spider that had been living for more than a hundreds years. The spider poison made body lightening and have power like a spider.</p>	<p>Costume : Wearing a black underwear with the symbol of a spider and a dark blue outer (dongker) then added a red batik pattern. Wearing a head covering such as a sarong with a red checkered pattern The accessories used are bracelets made of stone and then wearing red gloves combined with patterned bracelets made of silver and engraved Kick: Kalangga has a spider web stance as a weapon to attack or defend from the enemy.</p>

Source: Data analytics, 2023



**Table 2. Result of desain Adiwira Wilwatikta Kalawisa**

Figure at Marvel	Description	Traditional Figures	Description
 <p>Venom</p>	<p>Venom is an enemy that was first published by Marvel Comics. Written by David Michelinie and drawn by Todd McFarlane, it first appeared in comic books as The Amazing Spider-Man #299 (April 1988). Although he has made multiple appearances as Spider-Man's friend in his later appearances, in the comic he played the role of one of the superhero's new antagonists. Because he has a harsh demeanor and resembles Spider-Man in strength and appearance, Venom is frequently referred to as the "dark side" of Spider-Man.</p>	<p>Adiwira Wilwatikta Kalawisa : Adibya Raka is an itinerant storyteller's 'kathaka' who is hungry for stories and information for his fairy tale material. While on his way to the Tabanan area, he discovered an ancient cave behind a waterfall. Upon returning from there, his character turned violent and he often being seen talk to himself. People talked that Raka did a practical of black magic. After that he became a scary figure named Kalawisa.</p>	<p>Existence: Shaped like a creepy monster with long fangs and a tongue sticking out, wide eyes and messy white hair with dreadlocks. His body is purple, his grin resembles a large spider (tarantula) Her nails are long white to tear the enemy  Kick: Kalawisa uses fingernails and spits out spider poison to ensnare its enemies, and when hungry it eats its victims.</p>



Source: Data analytics, 2023



**Table 3. Result of desain Adiwira Wilwatikta Durjanaka Kalagetih**

Figure at Marvel	Description	Traditional Figures	Description
<p>Anti-Venom</p> 	<p>Anti-Venom is a villain that appears in Marvel Comics comic books. It first debuted in August 2008's The Amazing Spider-Man #569. Dan Slott and John Romita Jr. created it. The creature is thought to be Venom's symbiotic sibling and is a member of the Symbiotes, an amorphous race of alien parasites. His face is black, his "skin" is white, and he has a spider emblem over his breast.</p>	<p>Adiwira Wilwatikta Durjanaka Kalawisa :                      Klaew Kasatee is a fugitive from Siam, he is being chased for various murder cases. Klaew was caught in Jawadwipa by Bhayangkara troops, but an incident involving kalawisa made him to be bloodthirsty kalagetih figure.</p> 	<p>Existence:                      In terms of body shape, the kalagetih appearance is full of red overall with a red cloth wrapped and has a spear-shaped tip                      On his body is attached a gold vest and wore a gold head covering</p> <p>Costume :</p> <ul style="list-style-type: none"> <li>Wearing a purple belt and pants suit</li> <li>Wearing gold arm bracelets like those of the Wilwatikta kings</li> </ul> <p>Kick : Kalagetih uses a cloth with a spear tip to prey on his enemies and drink the blood of his enemies violently</p>

Source: Data analytics, 2023


**Table 4. Result of design of Adiwira Wilwatikta Durjanaka Biawak**

Figure at Marvel	Description	Traditional Figures	Description
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<p>Lizard</p> 	<p>Supervillain Lizard is a made-up character that first appears in an American comic book published by Marvel Comics. Typically, the character is portrayed as Spiderman's adversary. IGN listed Lizard as the 62nd Greatest Comic Villain of All Time in 2009.</p> <p>The Amazing Spider-Man #6 (November 1963) saw the first appearance of the Lizard. Steve Ditko and Stan Lee invented it.</p>	<p>Adiwira Wilwatikta Durjanaka Lizard :</p> <p>The appearance was like a lizard. He was often appeared in the Mojosemi lake, preying on residents who passed by in the evening. People said that he could cure people from wound.</p> 	<p>Existence:</p> <ul style="list-style-type: none"> <li>· His body is gigantic and scaly</li> <li>· Has yellow eyeballs</li> <li>· Sharp canine teeth</li> <li>· Has sharp nails</li> </ul> <p>Costume :</p> <ul style="list-style-type: none"> <li>· Wearing purple pants</li> </ul> <p>Kick: Lizards prey on their potential victims by tearing them with their sharp nails and sweeping them with their tails.</p>
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Source: Data analytics, 2023

**Table 5. Result of Adiwira Wilwatikta Durjanaka Khageswara design**

Figure at Marvel	Description	Traditional Figures	Description
<p>Falcon</p> 	<p>Superhero Falcon first appears in American comic books published by Marvel Comics. The first Black American superhero in mainstream comic books, the character was first established by writer-editor Stan Lee and artist Gene Colan in Captain America #117 (Sept. 1969). Using artificial wings, Falcon—Samuel Wilson's heroic alias—can soar, defend, and launch attacks. He can also exert some psychic and empathic control over birds. In All-New Captain America #1 (January 2015), Wilson assumed the role of Captain America upon Steve Rogers' retirement and assumed command of the Avengers. Jim Wilson, a comic book character who occasionally accompanied the Incredible Hulk and was one of the first to publicly acknowledge his HIV status, was Wilson's nephew who passed away. Gideon Wilson, the father of Jim Wilson, later enlisted in the Range Corps.</p>	<p>Adivira Wilwatikta Durjanaka Khageswara :</p> <p>Khageswara is the King of Birds, in the sense of Garuda Bird Kingpin of the Tuccha people who ravaged the social order of the kingdom. He sold his soul to get wings for recognition like a God</p> 	<p>Existence:</p> <ul style="list-style-type: none"> <li>· The embodiment of this creature is like a human and mixed with the form of the Garuda bird, has two wings and wears a mask with a beak and has white hair.</li> <li>· His feet have claws made of steel</li> </ul> <p>Costume :</p> <ul style="list-style-type: none"> <li>· Wearing a green trouser suit with a belt</li> <li>· Has a purple tail</li> </ul> <p>Kick: Grips prey with steel clawed feet</p>



Source: Data analytics, 2023

**Table 6. Result of Adiwira Wilwatikta Durjanaka Ki Astapadha's design**

Figure at Marvel	Description	Traditional Figures	Description
 <p>Dr. Octopus</p>	<p>A fictitious character named Dr. Octopus can be found in the American comic book publisher Marvel Comics. Superior Spider-Man made his debut appearance in a limited capacity in Daredevil vol. 3 #21 (December 2012), and he made his first complete appearance as the character in Avenging Spider-Man #15.1 (December 2012).</p>	<p>Adivira Wilwatikta Durjanaka Ki Astapadha : A kanuragan practitioner experiments with a forbidden science ritual that he learned from an ancient temple on Mount Argopuro, which causes his back to grow four long, hard-shelled arms.</p> 	<p>Existence: Humans have two arms and two legs but have four arms with hard shells like those of an octopus</p> <p>Costume :</p> <ul style="list-style-type: none"> <li>· Wearing black clothes</li> <li>· Black pants with a green cloth belt</li> </ul> <p>Kick:</p> <ul style="list-style-type: none"> <li>· From his additional arm he can make threats in the form of direct and deadly attacks</li> <li>· At the end of his hard shell arms he can shred enemies quickly with the power of his mind</li> </ul>

Source: Data analytics, 2023



**Table 7. Result of Adiwira Wilwatikta Durjanaka Bajra's design**

Figure at Marvel	Description	Traditional Figures	Description
 <p>Electro</p>	<p>Max, who was recognized as the power plant employee, went to the engine's troubleshooting location. When he asked a different coworker to temporarily cut the energy in the troublesome machine, the colleague ignored him and continued to head home. Desperate to fix the damage on his own without considering his own safety, Max felt that there was no other way to remedy the issue. Max is electrocuted when the wire is attached, and the shock sends him tumbling and into a water tank full of electric eels. Max was stung by the frightened eels repeatedly until his body was burnt and the tank broke.</p>	<p>Adivira Wilwatikta Durjanaka Bajra : A servant of the Trowulan palace who was on duty to move the ancient royal relics, stole a pair of Vajra relics which gave him the power of an electric shock. With his new power he planned to take over the throne of the king of Wilwatika</p> 	<p>Existence: · The embodiment of this creature was a human being with electric shocks all over his body and carrying an heirloom in the form of a Vajra</p> <p>Costume :</p> <ul style="list-style-type: none"> <li>· Wearing green trousers</li> <li>· Ethnic style belt</li> <li>· With gold accessories in the style of the Wilwatikta kingdom, complete from the chest to the crown and arms</li> </ul> <p>Kick:</p> <ul style="list-style-type: none"> <li>· Uses Vajra inheritance that emitted electric shocks</li> </ul>

Source: Data analytics, 2023

**Table 8. Result of Adiwira Wilwatikta Durjanaka Tuyul Ijo's design**

Figure at Marvel	Description	Traditional Figures	Description
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<p>Green Goblin</p> 	<p>A number of supervillains that appeared in American comic books published by Marvel Comics went by the alias "Green Goblin." Along with Doctor Octopus and Venom, the original and most well-known version of Norman Osborn was drawn by Stan Lee and Steve Ditko and was considered one of the antagonists of the superhero Spider-Man. Initially a product of medically induced madness, the character would eventually be adopted by others, such as Harry Osborn. Usually using a hoverboard or glider to fly, the Green Goblin was a Halloween-themed supervillain with weaponry that resembled bats, ghosts, and jack-o'-lanterns.</p>	<p>Adiwira Wilwatikta Durjanaka Tuyul Ijo :</p> <p>Villagers around the Daha area were shocked by the appearance of a green-skinned masked creature riding a giant bat who spread terror by raining bombs and blowing up villages.</p> 	<p>Existence:</p> <ul style="list-style-type: none"> <li>· The figure of a green creature with long fangs and sharp claws</li> <li>· Always riding a giant bat in every action</li> <li>· On his body he carried a small round-shaped bomb</li> </ul> <p>Costume :</p> <p>Wearing a pink dress and wearing a headband</p> <p>Kick:</p> <p>Use bombs to blow up villagers' houses</p>
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Source: Data analytics, 2023

Is Yuniarto from Trowulan has provoked discussion in the field of Indonesian digital puppet design with his "Adiwira Kalangga vs Para Adidurja" concept. With a decidedly Indonesian flair, Yuniarto creates local superhero characters that are evocative of Marvel's iconic heroes, drawing influence from the well-known Marvel universe. Like Marvel superhero names, he gives his creatures common local phrases for their names. Examples of songs that evoke a sense of cultural familiarity among Indonesian audiences are Kalangga, Kalawisa, Kalagetih, Biawak, Khageswara, Ki Astapadha, Bajra, and even Tuyul Ijo.

Beyond only giving his heroes names, Yuniarto gives them individual personalities, amazing supernatural abilities, eye-catching colors, and unusual weaponry. By creating a link between the rich cultural tapestry of Indonesia and the worldwide appeal of superhero stories, this elaborate design approach enables viewers to empathize with the characters on a deeper level. Although some of Yuniarto's creations resemble Marvel and Iron Man, they are proudly named after Indonesian people and have abilities that come from the imagination of the locals. They stand tall as unique heroes in their own right. Through his work, the superhero genre is reimagined in an Indonesian setting, providing fans with a new angle on beloved works.

The Trowulan area is presented as the philosophy of the place chosen for the execution of the digital puppet design for the cartoon 'Adiwira Kalangga VS para Adidurja' by Isyuniarto, Trowulan by making a local name that is similar to the universal Marvel series characters. The character described by Isyuniarto actually wanted to match the characters in the Marvel series and then used local terms as a form of character equation. Trowulan is an ancient city located in Mojokerto Regency, East Java Province, Indonesia. This city was once the center of the Majapahit empire that ruled Indonesia in the 14th to early 15th centuries. Trowulan is thought to be the center of government and cultural activities of the Majapahit kingdom. Currently, Trowulan is a popular archaeological site and historical tourist attraction in Indonesia.

Wilwatikta, also known as Kota Batu, is an ancient city located near Surabaya, East Java Province, Indonesia. This city was the center of government of the Kadiri Kingdom in the 11th to 12th centuries. Wilwatikta is thought to be the center of cultural, religious and economic activities of the Kadiri kingdom. Currently, Wilwatikta is also a famous archaeological site in Indonesia. Both of these sites have important historical value for Indonesia. They keep archaeological and historical evidence that reveals the greatness and glory of Indonesia in the past. These two sites can be used as historical and educational tourist objects for the public and visitors from all over the world. As in the following matrix:

**Table 9. Marketing New Figure in Wayang's Design**

<b>Marvel figure</b>	<b>New Figure Puppet design</b>	<b>Image Equalization</b>
Spiderman	Kalangga	Both of these characters have super powers from spiders that sting them, and judging from the costume concept, both of them also wear red and blue costumes.
Venom	Kalawisa	Both of these figures have the power of venomous spiders, and when viewed from the costume concept to the second embodiment, they are also black and have a hint of purple.
Anti venom	Kalagetih	In this character, what stands out the most the embodiment of his body which is red and full of blood because of his resemblance to the previous character, which is a parasite whose breed becomes more aggressive.
Lizard	Biawak	These animal-like monsters are both in the form of green and scaly Lizards resulting from failed trials that turned scientists into monsters.
Falcon	Khageswara	These two characters have the same depiction in form but it is different in the terms of movement, the falcon has weapons with modern digital technology and khageswara only by using its grip and beak
Dr. Octopus	Ki Astapadha	He has a significant resemblance to being a self-inflicted scary monster shaped like an octopus. Then, he has 4 additional arms that function as prey on his opponent, with his mind he can move his monster arm to prey
Electro	Bajra	Both make embodiments full of electricity as a source of power to defeat their enemies. Bajra's form has a magical heritage that can emit electricity
Green goblin	Tuyul Ijo	The description of this scary creature is like the local version of 'dedemit' which is the same color as green and hairy, uses small balls to bomb targets and people's houses. The different between Green goblin an Tuyul Ijo is adidurjana figure tuyul ijo rides on a giant bat

Source: Data analytics, 2023

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Both of these sites have important historical value for Indonesia. They keep archaeological and historical evidence that reveals the greatness and glory of Indonesia in the past. These two sites can be used as historical and educational tourist objects for the public and visitors from all over the world.

In accordance to the previous research on the analysis of the Eclectic Shadow Puppet Visual "Ananta Yudha" by Is Yuniarto, since December 2015, Is Yuniarto had been uploaded visual works of wayang figures with visualizations using a mixture of Indonesian shadow puppet figures and superhero figure characters on his social media accounts. One of his popular works is Wayang Ananta Yudha, which released in April 2018. The characteristics of wayang Ananta Yudha are representations of the figures in the film. *Avengers: Infinity War* has been a discussion since it released. The relevance of the theories that researcher use are *pop culture*, eclectic, and commodification. Wayang Ananta Yudha is a visual expression of popular culture which is a blend of elements from the past with the present, as well as a form of commodification of Marvel Studio's superhero figures.

It can be seen from the research above, the research object with this research has something in common, namely Is Yuniarto's digital design, there are similarities about the appearance in the visual work of popular can be seen as a mixture element from the past with the present, as well as a form of commodification of Marvel Studio's superhero figures.

In this work, Is Yuniarto's design raises Marvel story figures and then juxtaposes them with local figures of Java, specifically the Wilwatikta area, namely producing 8 designs by creating 8 new figures by juxtaposing current elements that are currently popular, and creating elements repackaged from past figures. In marketing communication Is Yuniarto branding new figure of wayang design with create 8 traditional figure . His digital content communication competence in design is uniqueness , creativity execution of design with colors, character, powers, clothes, accessories and weapon. Philosophy in design activation its his strength.

## CONCLUSION

Is Yuniarto from Trowulan has provoked discussion in the field of Indonesian digital puppet design with his "Adiwira Kalangga vs Para Adidurja" concept. With a decidedly Indonesian flair, Yuniarto creates local superhero characters that are evocative of Marvel's iconic heroes, drawing influence from the well-known Marvel universe. Like Marvel superhero names, he gives his creatures common local phrases for their names. Examples of songs that evoke a sense of cultural familiarity among Indonesian audiences are Kalangga, Kalawisa, Kalagetih, Biawak, Khageswara, Ki Astapadha, Bajra, and even Tuyul Ijo.

The characters portrayed by Is Yuniarto genuinely aspire to be comparable to those in the Marvel series, and they do it by using regional slang. Kalangga, Kalawisa, Kalagetih, Biawak, Khageswara, Ki Astapadha, Bajra, and Tuyul Ijo are among the figures that are offered. the portrayal of characters through attributes such as colors, possession of weaponry, and superhuman abilities.

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