

Implementation of Rhythmic Montage on Video Profile to Promote Kampung Batik Jetis Sidoarjo

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Abstract— Kampung Batik Jetis Sidoarjo is a batik center in the middle of Sidoarjo city which has been around since 1675. However, there are still many who do not know about the existence of this batik village. One of the things that is felt to be the cause is the lack of promotional media owned by the craftsmen in Jetis. Along with the times, video is widely used for various purposes. Profile video is one type of video that is often used for the purpose of promoting a brand or agency. With a profile video, the existence of a brand or agency can be widely spread so that it is better known by the public. Likewise with Batik Jetis Sidoarjo. Making a profile video of Batik Jetis Sidoarjo is one of the efforts to promote written art in East Java. The process of making this Sidoarjo Batik Jetis profile video uses rhythmic montage editing techniques. The use of this technique aims to show continuity in the batik-making process by keeping the rhythm in the video. By making this profile video, it is hoped that it can help introduce and promote Batik Jetis Sidoarjo so that it can increase the income of batik craftsmen there.

Keywords— *Batik Jetis Sidoarjo, Profile Video, Rhythmic Montage*

I. INTRODUCTION

The development in the world of multimedia technology is increasingly rapid. This makes life easier as well as efficient. We often encounter these technological developments in everyday life. One of the fields that is often encountered in multimedia development is video. Video is a medium that can show images, accompanied by sound, and be displayed at the same time [1]. In its development, video is now quite widely used in education, promotion and tourism needs. This is considered effective because through the video the message to be conveyed about an information can be seen clearly.

The development of multimedia technology also affects the development of the world of videography, which is one of the multimedia fields. To produce good quality videos, many video editing techniques are now found. Video editing is the post-production process of a video. Editing is the process of sequencing several clips from a shot into a single video [2]. Video is one of the important elements in cinematography that cannot be separated from the world of broadcasting.

One of the editing techniques is the montage editing technique coined by Sergei Eisenstein. Montage creates emotions and reasoning that are integrated with the process of intelligence, creation, and the audience's sensitivity. The individuality of the audience is a basic tool in Eisenstein's montage concept. Montage technique is also famous for its characteristic, namely juxtaposition is a film editing technique that combines two or more shots to generate ideas or create a thought [3]. There are five types of montage

editing techniques including Metric Montage, Rhythmic Montage, Tonal Montage, Overtone Montage and also Intellectual Montage.

Nowadays profile videos are often used by several agencies to introduce their identity as well as a means of promotion related to the products or services they offer. This is inseparable from the role of the increasingly rapid digital era, where everyone can access and view the videos they offer via the internet.

This is effectively done to attract the visual appeal of the public. Media promotion seems to be indispensable for batik craftsmen in Indonesia. This is an effort to introduce their local batik and increase people's purchasing power for the batik they produce. One way that can be used to promote regional batik to the wider community is by making profile videos for batik craftsmen in a certain area. Batik Jetis Sidoarjo is a batik center that has been around since 1675. According to Pak Andik as one of the batik makers in Kampung Jetis, their income has dropped dramatically in the last few months due to the Covid-19 Pandemic.

For this reason, in this final project the author will make a profile video of Batik Jetis Sidoarjo with the aim of promoting Batik Jetis through video to make it better known by the public. Making Sidoarjo jetis batik profile videos using rhythmic montage techniques. This is done because the rhythmic montage technique refers to the continuity that arises from the visual patterns in the shot. It can be used when showing the process or sequence of making Batik Jetis Sidoarjo. In addition, the making of this profile video will also be strengthened by making a storyline that will connect rhythmic montage editing techniques and also the initial goal of promoting Batik Jetis Sidoarjo.

II. LITERATUR REVIEW

A. Definition of Video Profile

Video profile is a company / agency information media in the form of moving graphics which includes a brief and clear picture of the company / agency. This profile video is considered important because it has the aim of introducing a company. In addition, profile videos can also be used as a marketing tool and branding material for a company. Profile video is a form of representation of the face of the company that the public wants to build.

B. Editing Technique

Editing is the post-production process of a film. Editing is a process in the form of a series of clips from a shot into a single video. In this process, an editor will sort each shot and process it either by cutting (cut to cut), applying effects or transitions and then combining them into one complete video. Editing, supported by mise-en-scene (setting, movement and

position of the player) and cinematography (camera angle position) so that the narrative continuity relationship between shots is maintained (Azizah, Sheila 2019: 1). One type of editing that is commonly used is continuity editing. Continuous editing is done with the aim of aligning the series of shots so that they can show that the shot is at the same time, condition and activity. This editing technique is most commonly used in several films. To build a storyline that has been made by the director, however, it is not impossible that this continuous editing technique is applied to editing techniques such as montage, especially rhythmic montage.

C. Montage Editing Technique

Montage is a film editing technique that was coined by Sergei Einstein, a Russian filmmaker [3]. In filmmaking, montage is a combination of two shots that are not continuous but can produce deep thoughts, ideas, or emotions for the audience [4]. Montage techniques are characterized by conflicts and beliefs that collide with two factors contradicting each other. In this montage editing technique, the audience is not only enjoying the film that has been made as usual, but the audience is indirectly forced to build their own imagination in presenting the image created by the director. Sergei Eisenstein's montage theory is characterized by a concept of conflict and belief that appear to collide with two opposing factors.

The following are five components of montage:

a. Metric Montage

Is an editing technique that refers to the length of a shot that is continuous with other shots. Metric montage is done by shortening the shot in order to shorten the duration of the film being watched. This is with the aim of making the audience absorb information from the film and ignore content that is not important so that the audience's creativity in the storyline can be developed individually. In addition, the purpose of this montage metric is also to get emotional and tense aspects from the audience.

b. Rhythmic Montage

Rhythmic montage is an editing technique that refers to the continuity that appears in the aspect of visual composition and continuity. This theory involves almost all aspects of the film as a whole because in addition to cutting based on time, visual composition aspects, screen direction and even sound settings are also very much considered in the cutting, for example in the Odessa Stairs scene in Potemkin's film [5]. The continuity that is formed makes the meaning of each scene conveyed to the audience. The emotional aspect is formed through the length of time in each scene accompanied by a back sound that is in line with the scene in the shot. The role of backsound is quite supportive to build emotional attachment to the shot using rhythmic montage in the film being shown

c. Tonal Montage

Tonal montage is an editing technique that refers to the aim of evoking emotions from the audience. The characteristic of tonal montage is more in choosing the tone or color of the shot to build the mood or emotion of the audience. For example, the sephia tone is often used to indicate the mood or situation around the 1970s.

d. Overtonal Montage

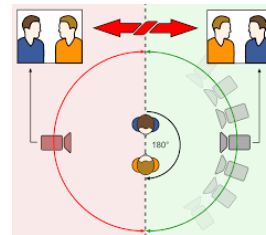
Overtonal montage is a combination of Metric, Overtonal montage is a combination of the three previous montages, namely metric montage, rhythmic montage and tonal montage which are distinguished by their characteristics when combined with film footage. This unification creates a level of conflict with each development of the montage method. Overtonal montage is not an editing technique but rather

e. Intellectual Montage

The next montage technique is intellectual montage. This technique is a montage editing that includes the psychological effects of the audience which can be identified through the conflicts that appear in the story and also the juxtapositions that affect the effects of psychological effects as in general. Intellectual montage is a technique that uses abstract ideas that are not generally used to describe a shot. The purpose of using these abstract ideas is to form a new point of view from each audience but still in the same scene. The abstract idea can be in the form of presenting a shot that is collided or compared to another object so that it has a deeper meaning.

D. The 180 Degree Rule

The 180 'rule is one of the techniques used to achieve continuous editing. The 180 'rule is used to regulate the spatial relationships between characters or objects in a layer so that they are continuous. In the 180 'rule there is an imaginary line that serves as a guideline for placing the camera at the time of the shot so that it remains on the same axis.



E. Kampung Batik Jetis Sidoarjo

Sidoarjo jetis batik is a batik center that has been around since 1675. It is located in the Lemahputro area, Sidoarjo district, Sidoarjo. Sidoarjo jetis batik has been inaugurated by Mr. Win Hendrarso. as the Regent of Sidoarjo and named "Kampoeng Batik Jetis Sidoarjo" [6]. Kampung Batik Jetis Sidoarjo is famous for its written batik with the characteristics of the Sidoarjo area. The batik motifs in Sidoarjo consist of various kinds of flora and fauna, such as milkfish, peacocks, cipret (emprit birds) and butterflies [6]. Shrimp and milkfish motifs are the standard of this written batik because it is an icon of the city of Sidoarjo to symbolize its identity.

F. Kampung Batik Jetis Sidoarjo

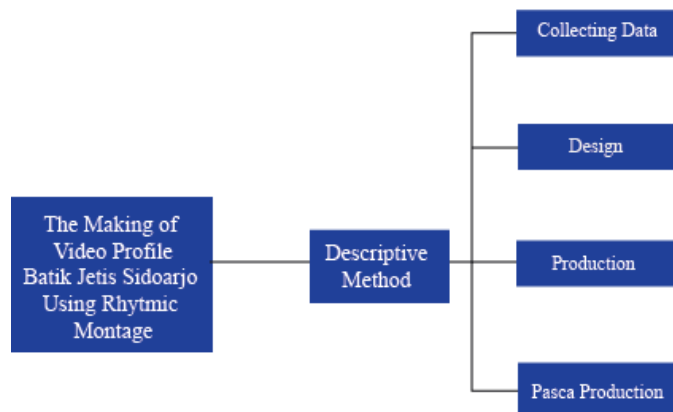
Sidoarjo jetis batik is a batik center that has been around since 1675. It is located in the Lemahputro area, Sidoarjo district, Sidoarjo. Sidoarjo jetis batik has been inaugurated by Mr. Win Hendrarso. as the Regent of Sidoarjo and named "Kampoeng Batik Jetis Sidoarjo" [6]. Kampung Batik Jetis Sidoarjo is famous for its written batik with the characteristics of the Sidoarjo area. The batik motifs in Sidoarjo consist of various kinds of flora and fauna, such as milkfish, peacocks, cipret (emprit birds) and butterflies [6]. Shrimp and milkfish motifs are the standard of this written batik because it is an icon of the city of Sidoarjo

to symbolize its identity. In the manufacturing process, there are several steps which are carried out including : *Nyungging*, *Njaplak*, *Nglowong*, *Nembok*, *Nutup/Mopok*, *Ngelir*, *Nglorod*. The first process when making hand-written batik was making patterns on paper which was done by a pattern specialist and its called *Nyungging*. after finishing making the pattern on the paper the next is the *Njaplak* process, *Njaplak* is The process of transferring a pattern from paper to fabric after transfer into the fabric the next step is *Nglowong* which is the pattern formation process using the wax where in this process the batik motif will begin to appear. The following steps is *Nembok* this step is filling in the color on the batik pattern that has been made. After the pattern is made and given the color of the processed batik cloth, it needs to be closed. This aims to coat the desired basic motif color before it will be overwritten by other colors, This covering process is carried out using the basic material of the wax and is named *Nutup/Mopok*. After this step the next process is *Ngelir*. *Ngelir* is the step where the coloring process is carried out thoroughly on the fabric, not only on certain motifs or can be said to be like the background color on the fabric. This process is usually done by dipping the cloth into a tub containing a predetermined color. After the complete coloring is done, the last stage is *Nglorod*, this process is the stage used to shedding the wax that was used to make patterns and cover the color

in boiling water. Only after this process is complete can the batik cloth be dried and the batik-making process is complete.

III.METHODOLOGY

The method used in this paper is descriptive. Descriptive research method is a method for examining a subject, condition or phenomenon that occurs. This method is carried out by describing a number of variables relating to a problem under study through data collected in detail and actual and validating a research finding. The descriptive research method is then divided into four stages which are summarized in the image below.:



A. Collecting Data

This stage is the earliest stage in making a profile video of Batik Jetis Sidoarjo. At this stage, data collection on montage editing techniques and Batik Jetis Sidoarjo was carried out as a guide during the process of making profile videos. In this data collection stage, there are two more stages including fieldwork and existing study.

- Fieldwork




At this stage, fieldwork or field studies are carried out to find information about the history of batik jetis, the

development of batik jetis to the existence of batik jetis to date. This information collection was done by conducting direct interviews with Mr. Andik as a jetis batik craftsman.

- Study Existing

The existing study is a process taken to obtain references from several films that apply montage editing techniques, especially rhythmic montage. This reference will later be used as a benchmark when shooting and editing processes in making Batik Jetis Sidoarjo profile videos.

TABLE I. EXAMPLE OF EXISTING STUDY

Film	Shot	Information
Psycho (1960)		This film is titled phsyco which was made in 1960. One of the scenes in this phsyco film uses one of the techniques of montage, namely rhythmic montage. Where in this scene shows the murder scene of a woman who is taking a shower. The continuity that is formed and also the tense back sound makes this rhythmic montage technique successful in draining the emotions and tension from the audience.
Battleship Potemskin (1925)		The film entitled Battleship Potemskin is a film made in 1925. One scene in this film shows the use of rhythmic montage techniques. The scene shows the prisoners trying to escape and the soldiers descending the stairs firing their guns. In addition, from the opposite direction, it shows a woman carrying her child up the stairs showing continuity in each shot which is a characteristic of editing rhythmic montage.
Short Movie: RAGE		The film, entitled The Good The Bad and The Ugly, was released in 1966. In the final scene, one of the techniques used in montage editing is ryhtmic montage. This scene shows how continuity and rhythm maintenance are applied so as to successfully build up tense emotions before the shootout finally occurs

This process also contains research related to similar works that have existed before. This aims to determine whether the research being conducted has a differentiating weight to previous research and whether it can answer the existing problems. There are two other works that are used as comparisons in this study, including the following:

- Company Profile "Kampoeng Batik Sidoarjo"

This video is the result of community service carried out by students of the Journalism Study Program, Faculty of Communication Studies, University of Dr. Soetomo Surabaya on "Profile of Kampoeng Batik Sidoarjo". This video contains an explanation of the history of the Sidoarjo batik jetis village which was conveyed by Mr. Andik throughout the video. This video also contains a compilation of batik products produced by several craftsmen and a snippet of some short videos that look like the image below.



Fig. 2. Company Profile "Kampoeng Batik Sidoarjo"

- Buku Fotografi Batik Motif Jetis Sidoarjo

The Batik Jetis motif photography book is a photography book created by students of the Visual Communication Design Study Program, Faculty of Art and Design, Petra Christian University. The design of this photography book is made so that Jetis Sidoarjo batik can be known by the wider community as Jetis Sidoarjo batik. A media that is able to document the original work of Jetis Sidoarjo batik motifs through photography, and is also able to maintain and preserve Sidoarjo batik, can share information about the uniqueness of the original motifs of Sidoarjo batik which are rarely known by the public, so that it can be published in a book. photography that will be useful for society. one of the final layout results from this research can be seen in the following figure:



Fig. 3 Buku Fotografi Batik Motif Jetis Sidoarjo

B. Design

This stage is carried out after searching for data regarding montage editing techniques and Batik Jetis Sidoarjo. The design stage is carried out to prepare for the process of making a profile video of Batik Jetis Sidoarjo. This process includes two stages, namely storyline making and shotlist.

- Storyline and Shotlist

The storyline is created as a framework that will be used when creating the profile video. In the storyline, there is a storyline, narrative, scene description and the duration of each shot that will be taken during the profile video production process. This aims to create a structured script with a good shooting sequence which is useful for making it easier during production (shooting) and post-production (editing). The table below will summarize the storyline that the author has made. The full version of the storyline is in the appendix.

Topics	Narrative	Scene	Location
Batik Jetis Sidoarjo	The diversity of batik according to the region makes batik continue to be popular.	There are models who are shopping at the batik showroom	Showroom
Flashback	Kampung Batik Jetis has been around since 1675 to become a pioneer of Sidoarjo batik.	Teens come home from school by riding a bicycle	Kampung Jetis
Batik making process	The process of making jetis batik is still done in a traditional way.	A compilation of shots of the Batik Jetis Sidoarjo making process	Production House

Fig. 2. Storyline

In addition to making storylines, the shotlists are used to group several scenes to be taken in the same place, this is done to facilitate work during production so that it is more efficient. The following is an example of a shotlist made for a place setting in the Sidoarjo Batik Jetis showroom.

Shot List					
Scene	Shot	Duration	Shot Size	Movement dan Angle	Information
1 INT. BATIK SHOWROOM	1	2'	MCU	Panning eye angle	Shot of batik handicrafts in the showroom
	2	3'	Close Up	Static eye angle	Shot of batik handicrafts in the showroom
2 EXT. GANG JETIS	1	2'	Close Up	Static Eye Angle	Sellers come home from school through the jetis alley
	2	2'	Medium Shot	Track in eye angle	Seller pulang sekolah lewat gang jetis
3 INT. PRODUCTION HOUSE	1	3'	Medium Shot	Static Eye Angle	Seller meets his parents
4 EXT. BATIK CRAFTS HOUSE	1	5'	Close Up	Panning eye angle	Craftsman draw batik motifs
	2	5'	Close Up	Static Eye Angle	Batik cloth motif
	3	5'	Medium Shot	Dolly in eye angle	Nyanting process

Fig. 3. Shotlist

C. Production

At this stage the process of making a video profile technically begins. After determining the storyline and shotlist, at this stage the process starts from taking footage to the rendering stage.

- Taking Footage

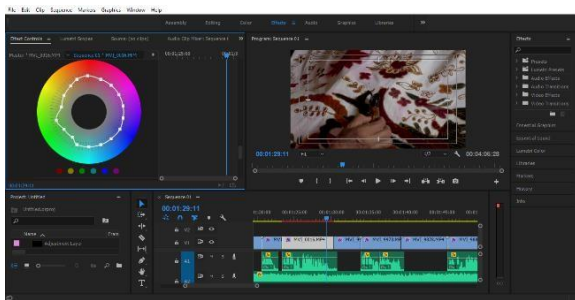
The initial step taken at this stage is the preparation of tools and equipment that will be used during the process of taking video footage. In this process video recording using a DSLR camera. In addition to DSLR cameras, other equipment used is a camera stabilizer that serves to help so that the resulting video does not shake. Next is the process of taking footage, this includes several aspects such as lighting settings, time settings, venue settings, talent briefing, camera placement, and shooting techniques. For the setting where this process is entirely carried out in Kampung Batik Jetis Sidoarjo.

- Recording Voice Over

VO recording or voice over recording is a process carried out to fill in the profile video according to the narration that has been made. The results of this voice over recording will later be used side by side with the backsound. The process of recording and editing voice over is done using supporting software, namely Studio One.

- Editing

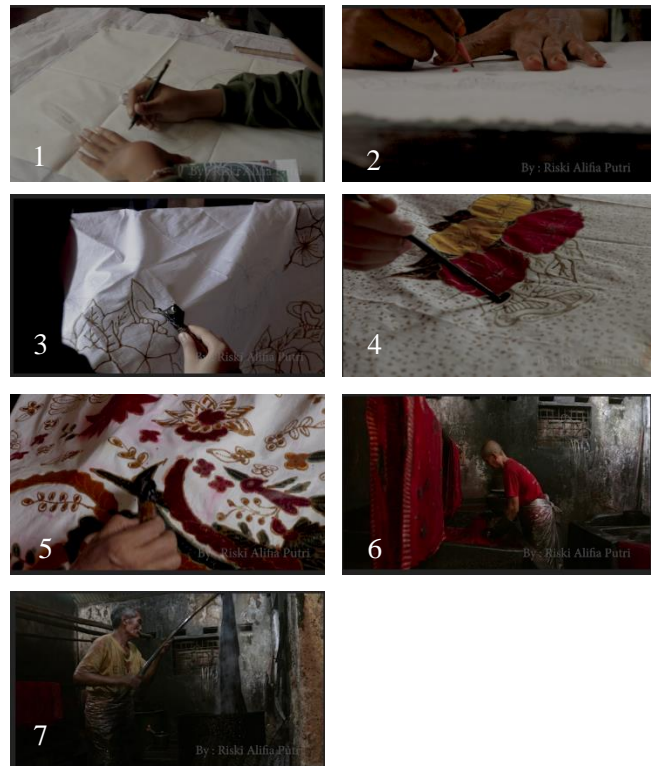
The editing stage is the stage that is carried out after completing the process of taking the footage. At this stage the footage that has been collected will be edited and merged together with voice over and backsound to produce a complete profile video. This stage starts from cutting and combining shots, followed by adding transitions, using color correction, color grading and so on. Color correction is a process that is carried out to improve the color quality of the video while Color grading is the process of coloring the video.



This process is used to change or enhance the feel of a scene. This color grading includes shot matching, removing objects, shape masks and cinematic looks [7]. In the Sidoarjo jetis batik profile video, there is a scene that displays flashbacks or flashbacks. In this flashback scene, it uses a sepia tone which is often used to show the time setting around the 1970s. After applying color grading, then combining the voice over that has been recorded and edited into the video according to the predetermined scene.

In this study, the editing process uses a montage with a rhythmic technique. Rhythmic montage refers to the continuity that arises from the visual pattern in the shot. The continuity based on the action of the directional screen is an example of a rhythmic montage. Rhythmic Montage is used to determine the length of the shot from the shots, the content in the frame has an equally important factor to consider [8]. This type of montage has the potential to describe the conflict or theme raised because the pattern formed from each piece of the film shows a continuity that implies a message to be

conveyed. In general, the rhythm of the film seems to be an individual and intuitive matter [9]. the accuracy of the rhythm in the film can affect the point of view of smooth editing. Rhythm in editing occurs when several shot lengths form a visible pattern. A stable tempo can be formed by making all shots have the same length of duration (Brodwell, Thompson, 2008: 226). The following is a video clip that applies the rhythmic montage editing technique.



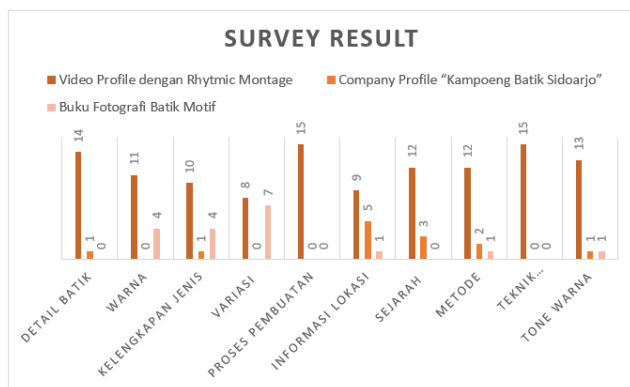
Snippets of some of the clips above are a core part of using rhythmic techniques in this video. In accordance with its characteristics, namely showing a continuity of the batik-making process, it is shown coherently from the depiction of the motif to the final stage, namely the decay of the night. Of course, in this editing process there are several things that must be adjusted so that the continuity between shots is maintained.

IV. RESULT AND DISCUSSIONS

In this section, the results and analysis of the video profiles that have been created will be tested. The test respondents for the final project Video Profile of Batik Jetis Sidoarjo are the audience, namely the general public with an age range of 16-30 years. The testing process was carried out by presenting three promotional works of Batik Jetis Sidoarjo, both the results of my research and two other works contained in chapter 2, namely the Company Profile video "Kampoeng Batik Sidoarjo" and the Photography Book of Batik Jetis Sidoarjo Motifs. The testing process is carried out online using a google form. Starting with the screening of two videos and viewing the work of photography books that have been attached to the existing link, then the testing process is carried out by giving questionnaires to respondents to find out subjective opinions on the success of the profile videos that have been made. The results obtained from the questionnaire to the audience are as follows:

Parameter	Video Profile dengan Rhythmic Montage	Company Profile "Kampoeng Batik Sidoarjo"	Buku Fotografi Batik Motif Jetis Sidoarjo
Detail Batik	14	1	0
Warna	11	0	4
Kelengkapan jenis	10	1	4
Variasi produk	8	0	7
Proses pembuatan	15	0	0
Informasi lokasi	9	5	1
Sejarah	12	3	0
Metode	12	2	1
Teknik pengambilan gambar	15	0	0
Tone warna	13	1	1

Based on the survey conducted, there were 15 respondents. The questionnaire submitted is in the form of parameters from each aspect of each work, and the survey results are obtained as shown in the table above. It can be seen based on the existing results that from all the parameters tested, the video profile of batik jetis Sidoarjo got the highest average point from the respondents. So that when presented in graphic form, the conclusions of all respondents' answers regarding the assessment of the three works as a promotional tool for Kampung Batik Jetis are as follows:



Of all the answers, nine out of ten parameters of the video profile of Batik Jetis Sidoarjo got the most polls and these nine parameters received more than 50% of the total audience polls. So that the success rate of the video profile of Batik Jetis Sidoarjo from 10 parameters reaches 90%. this can make this research a better promotional tool than the one for Kampung Batik Jetis Sidoarjo. so that the main objective of this research is to promote Kampung Batik by showing how the traditional manufacturing process has been successfully carried out.

V. CONCLUSION

Based on the research and production that have been done, it can be concluded that making a video profile with montage editing techniques in specially rhythmic technique will provide a coherent continuity pattern between shots to indicate a process is running. In making this video profile, it does not use the antithetical theoretical concept proposed by Sergei Einstein. otherwise the clips are arranged coherently without neglecting one of the clips. But in addition to focusing on one montage technique in several shots, it also applies several other types of montage such as game tones that evoke emotions from index shots and metric montages

that show shots that show continuity.

The method applied in this study is a descriptive method and involves respondents. From the results of tests that have been carried out obtained 15 respondents. In this test, 10 parameters are used as a comparison between works as described in chapter ii. of all respondents, the results obtained 90% success rate of this study from 10 parameters tested

In addition to showing the use of rhythmic montage techniques, the main purpose of making this profile video is to promote Kampung Batik Jetis Sidoarjo, this has been visualized by showing the production of batik cloth in the showroom so that it can show and attract the masses to become consumers of Batik Jetis Sidoarjo craftsmen.

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