

## Message Design Process in Shadow Puppet as Health Education Media (Phenomenology Study on Shadow Puppet Creation of Dr. Djoko Santoso, M.Kes DAHK)

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### Abstract

In the world of shadow puppet performances, there is a central figure known as puppet master or *dalang*. Dr. Djoko Santoso who lives in the town of Batu East Java, is a doctor and also a *dalang*. His uniqueness is to synchronize two different professions by making *wayang kulit* as health education media. This research was conducted to find out how the process of message design done by dr. Djoko Santoso as the main informant in using *wayang kulit* as health education media. This research uses interpretive approach with phenomenology type of varization. This study used a key informant, dr. Djoko Santoso selected by purposive sampling. Methods of data collection is done by in-depth interview, direct observation, and documentation. The type of this research is qualitative with descriptive analysis level. The results of this study indicate that the informant performs the message design process before performing a *wayang kulit* show. The treatment done by the informant in designing the message was then referred to as a pre-show observation. This pre-event observation contains several stages: (1) the location identification phase, (2) the construction phase of the issue, and (3) the cultural understanding phase. Informant tend to use verbal messages that are easy to understand the audience in delivering health education. In non-verbal message design, the speaker creates a wayang with a doctor-style clothing design and a nurse to replace the appearance of traditional costume in the purpose to reinforce the medical impression.

**Keywords:** message design process, health, puppet master, shadow puppet.

### INTRODUCTION

One of traditional culture from Indonesia which can survive up to now and has been recognized by world is shadow puppet art or "*wayang kulit*". On years 2003 UNESCO states shadow puppet as "*Masterpiece of the oral and intangible heritage of humanity*". The story played by shadow puppet show in Indonesia came from Ramayana and Mahabarata epoch. The roles behind the success of shadow puppet shows depend on someone who brings it, namely the puppet master or "*dalang*" [1]. Opinions about the recent developments in the performances of the Javanese shadow puppet theater, or *wayang kulit*, vary greatly. Innovative performances of wayang are able to attract thousands of spectators and are regularly broadcast on TV and radio. Many people see innovation and wayang's popularity today as positive developments [2].

Several research about shadow puppet shows that this performances can be combined with a distinctive contemporary art with young soul like Hip Hop music. By doing this combination, it can attract the attention of young people audience. Another article also entitled 'Puppet Drugs': Helping people say 'no' to drugs [3]. Shadow puppet performances may contains with some

specific purpose. Shadow puppet performance led by Ki Edi Indartono as a narrator, or much commonly called Tono Gito Gati by using shadow puppet to conduct anti-drug campaign. Another research shows that shadow puppet can be used as religious propaganda media [4].

In Batu East Java town, there is a studio called "*Laras Adi Mulyo*". This studio which was founded on 09-09-1999 ago is owned by a doctor named dr. Djoko Santoso. A doctor is unique when compared with other doctors in general. He is said to be unique in his labeling himself as a cultural preservation scholar or "*cendikiawan pelestari warisan budaya*". Why he labels that? This is because, after completing his formal education as a doctor, dr. Djoko Santoso decided to take a puppet master school.

This research is one of a kind, unique phenomenon that has never been lifted, because rarely there is a person who undergoes the profession of doctors and narrators in synergy, where the two sciences are obtained from formal education, and applied simultaneously.

From the description mentioned above, this research is done with the purpose to (1) find out how the message design process conducted by the interviewee in using shadow puppet as the media of health counseling, (2) to know how the

process of verbal and non verbal message formation in shadow puppet as Media health counseling, and (3) to find out how health counseling placement schemes are in a shadow puppet show.

#### **RESEARCH METHOD**

This research uses interpretative (subjective) approach. Researchers use the method of phenomenology because researchers trying to understand the reality behind a phenomenon, and translated by using the perspective/point of view of researchers [5] litle. The type of research is qualitative by using descriptive analysis level.

#### **METHOD TO COLLECT THE DATA**

Informant selection method used is non probability sampling with purposive sampling technique, according to the criteria that support the research objectives [6]. Researchers only use one main interviewee which is also used as research object, that is dr.Djoko Santoso.

#### **RESULTS AND DISCUSSION**

##### **Shadow puppet As Health Counseling Media**

Basically, the source of the puppet story has only two epoch namely Ramayana and Mahabharata. These stories which are played in a performance are called "the stories" or "*lakon*". The *lakon* is a story taken from a fragment of episodes in the source of the story. dr. Djoko Santoso also added a play in a shadow puppet performance which can be created by the puppet master himself. From the various playing, dr. Djoko Santoso tries to make new innovations. This new innovation is to use shadow puppet as a media to conduct health education. According to him, there is no other puppet master in Indonesia who did what he did, which is a shadow puppet show that is inserted with health education. This then became his trademark in the world of shadow puppet.

The result of the interview shows that dr. Djoko Santoso does have a characteristic as a doctor who has the story telling ability. So that in each show, it can certainly be inserted with missions that nuanced health world. Health nuances include health counseling by using a song or song that is composed in such a way that can be used as a medium of health education.

Story telling art done by dr. Djoko Santoso is adding social mission in the form of health education through shadow puppet media. What does dr. Djoko Santoso has given its own

distinctive features and become a differentiator with other puppet master.

The results of further research, there are several themes about health education was brought by dr. Djoko Santoso while performing a shadow puppet art. From the interviews conducted by the researchers, it was found that there are six main topics often delivered. Six topics of health education include: (a) The theme of four healthy five perfect nutritious food, usually done in areas that have crops such as vegetables and fruits, and fish farmer areas, (b) The theme of dengue fever, which is usually done if there is a growing national issue concerning the epidemic, (c) Family Planning Program, usually done in areas with less socialization of family planning, (d) danger of drugs theme and alcoholic beverages, usually done within the campus environment, (e) The theme of hypertension and heart attack, and (f) The theme of HIV.

In this study, dr. Djoko Santoso as a doctor and also a puppet master has a goal that conveys health education by using shadow puppet media. To perform his mission, he has gone through a complex scenario in order to create a message that can be easily absorbed by the audience. Referred to as a complex scenario because in order to form a message containing health education, he needs to explore several process. From the process, researchers can formulate that there is a stage that researchers then refer to as "pre-show observation" conducted by interviewee. In this pre-show observation, the researchers found three important phases, namely (1) the phase of location identification, (2) the construction phase of the issue, and (3) the cultural understanding phase. The location identification phase contains about how the interviewee seeks to obtain information where the performance will be held. The construction phase of the issue is the stage in which the interviewee makes an observation of local issues and what national issues are developing in the community at that time. The last phase is a phase of cultural understanding that requires interviewees to understand how the habits / cultures are run by the local community. This third phase also requires interviewees to understand the demographics of the population and the geographic state of the area.

From the preparations made by dr. Djoko Santoso as a puppet master, it can be concluded that the delivery of health education messages made at the time of shadow puppet show is not spontaneous and incidental done at the

performance was underway. Submission of health education was done spontaneously feared not on target. Therefore, the interviewee made a pre-show observation before the stage was held.

**The Process Of Shaping Verbal and Non Verbal Messages In Shadow Puppet As A Health Education Media**

Verbal communication used by dr. Djoko Santoso is to convey health education toward the audience through shadow puppet media. The type of verbal communication used by dr. Djoko Santoso can be seen through the use of his language. The use of the language chosen by interviewee to conduct health education is everyday Java language. In a series of shadow puppet stories presented by dr. Djoko Santoso as puppet master, there are several kinds of language. The ancient Kawi language of Java, or Sanskrit is used in accordance with the existing standard. The ancient Kawi language of Java cannot be changed anymore because it is already provisions in the shadow puppet story. The findings in this study are, the ancient Java Kawi language is not used by dr. Djoko Santoso in delivering health counseling. This is because not everyone who attended the shadow puppet performance can understand the meaning of Sanskrit language. Therefore, the steps taken by dr. Djoko Santoso in the delivery of health education is to use the everyday Java language. Everyday Javanese languages include *Krama Inggil*, *Krama Madya*, and *Ngoko*. The use of everyday Java language aims to be understood by all levels of society who were present at the time. If dr. Djoko Santoso held a shadow puppet show in a region, so the audience is not limited to the elderly. Young audiences and children will be more familiar with the use of everyday Javanese language.

Dr. Djoko Santoso who acts as a puppet master does not use standard medical language which is usually dominated by the Greek language. In fact, he changed common medical terms into everyday Javanese language. An example is when delivering health education with the theme of hypertension. dr. Djoko Santoso replace the word Hypertension into "*ludiro inggil*". *Ludiro* has the meaning of blood, and *inggil* means high. Another example is dengue fever. On a stage occasion, he used the Javanese language to change the use of dengue fever language to "*ndrodog ludiro*". One example of verbal communication creations demonstrated by dr. Djoko Santoso in doing health education is

through the song. dr. Djoko Santoso made a song with original lyrics of his own masterpiece, entitled "*Sinom Gondo Husada*".

The results of this study indicate that dr. Djoko Santoso also uses nonverbal communication to reinforce the impression of the medical world into the uniqueness of his shadow puppet performances. Nonverbal communication used by dr. Djoko Santoso included are in the category of artifacts because it is an object produced by human intelligence. Results artifact owned by dr. Djoko Santoso is a shadow puppet figure with a new look, and the new look is the figure of shadow puppet wearing doctor or nurse clothes. Shadow puppet figures who called Limbuk and Cangik no more wearing the traditional costumese other figure, called Petruk now wearing doctor costume, fully design with the stethoscope.

With this breakthrough, dr. Djoko Santoso hopes that the audience will soon understand the difference of the characters presented by the interviewee as the puppet master. In addition, by creating shadow puppet artifacts with this new costume design, it is expected to be more characteristic of dr. Djoko Santoso as a puppet master who also a doctor. Hope dr. Djoko Santoso's clothing design can be used to show self image. Limbuk and Cangik characters have the following figures:



**Picture 1.** The difference of the traditional appearance of puppet characters such as Limbuk, Cangik, and Petruk puppets with the design of the medical-style creations by dr. Djoko Santoso.



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