

# Transmedia Storytelling

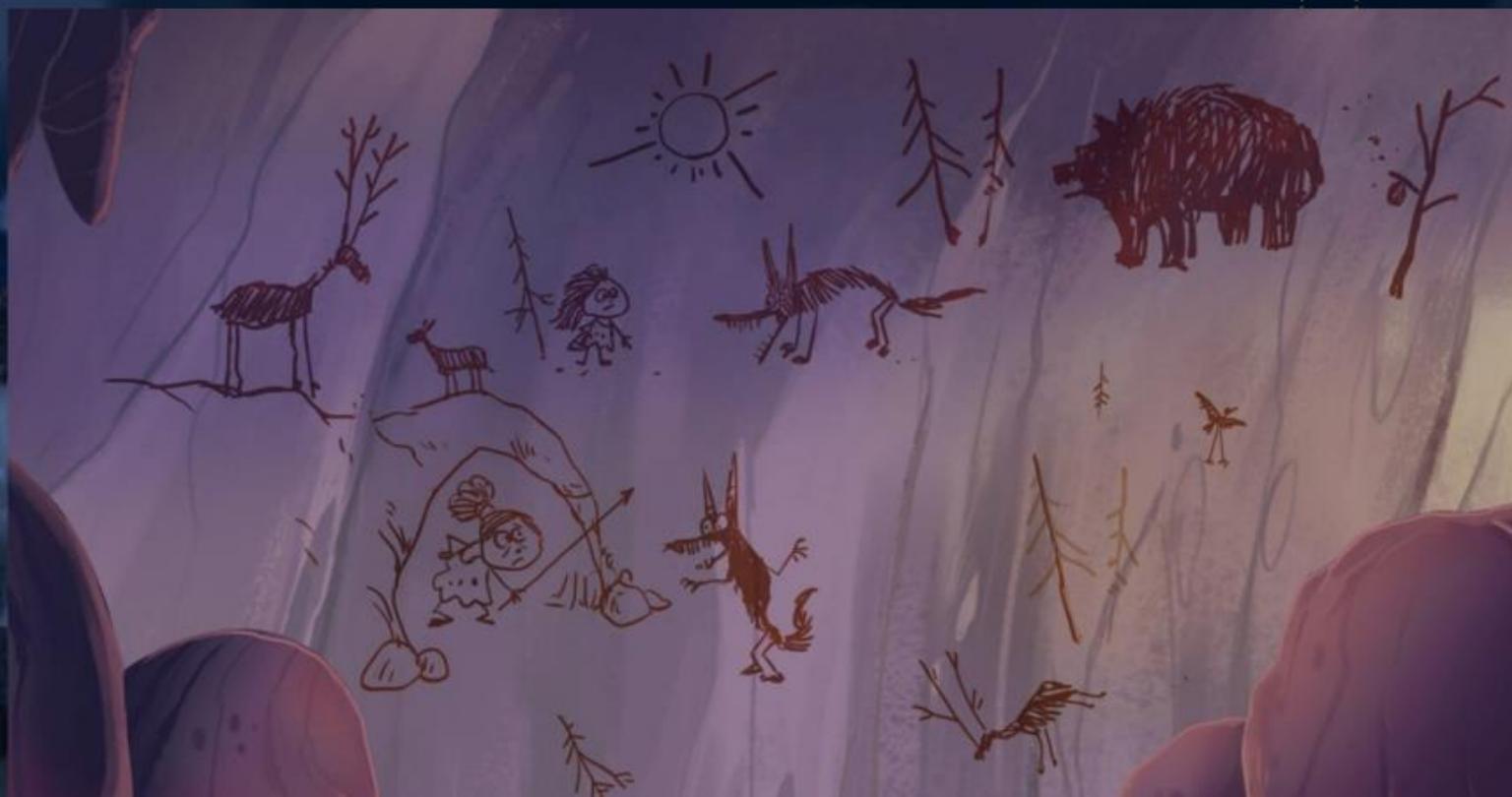
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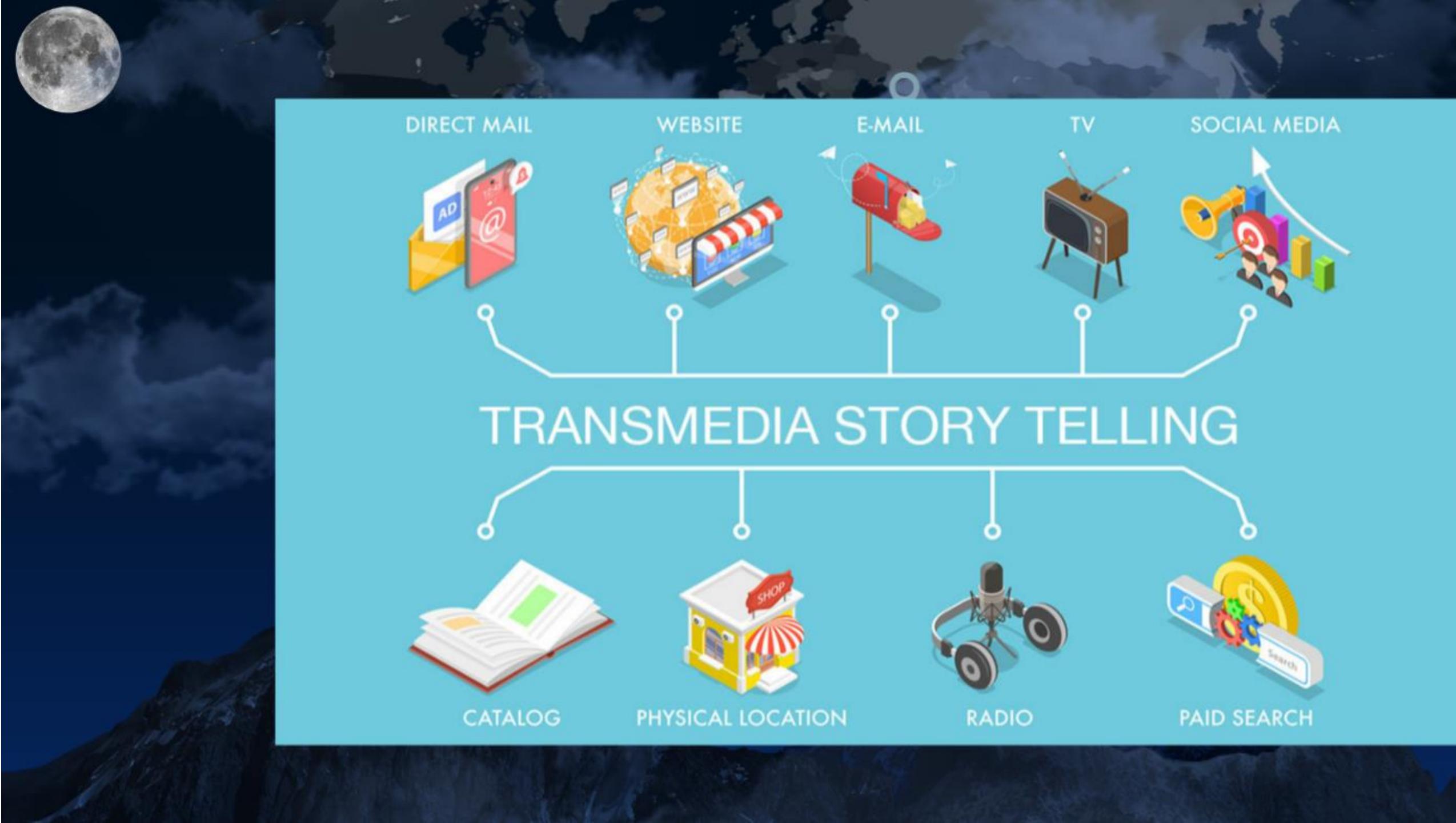
*Materi pembelajaran ini merupakan bagian dari Program Bantuan Pengembangan dan Penyelenggaraan Pembelajaran Digital (P3D) tahun 2024 oleh Direktorat Pembelajaran dan Kemahasiswaan Direktorat Jendral Pendidikan Tinggi, Ristek, dan Teknologi Kementerian Pendidikan, Kebudayaan, Ristek, dan Teknologi.*



# TRANSMEDIA STORYTELLING

Apa itu dan seperti apa?





DIRECT MAIL



WEBSITE



E-MAIL



TV



SOCIAL MEDIA



## TRANSMEDIA STORY TELLING

CATALOG



PHYSICAL LOCATION



RADIO



PAID SEARCH

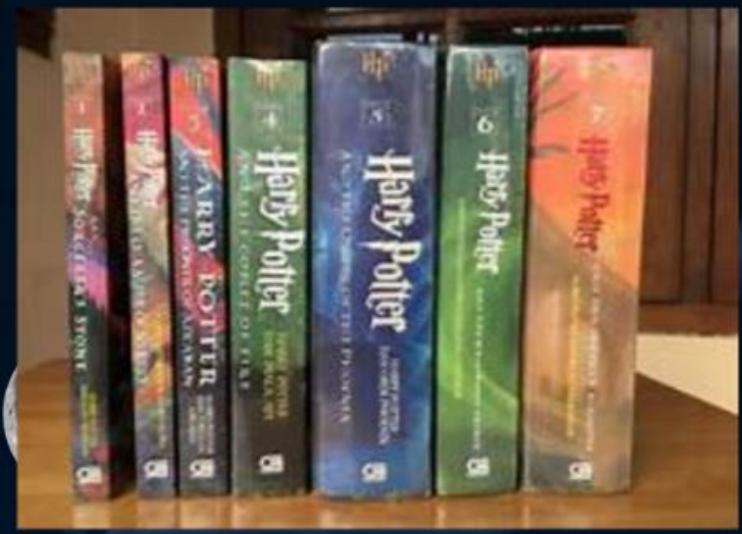


*menciptakan pengalaman yang lebih interaktif  
dan mendalam bagi audiens.*



# Keunikan bercerita melalui transmedia: masing-masing platform tidak hanya mengulangi cerita yang sama, tetapi menambah lapisan baru pada keseluruhan narasi.





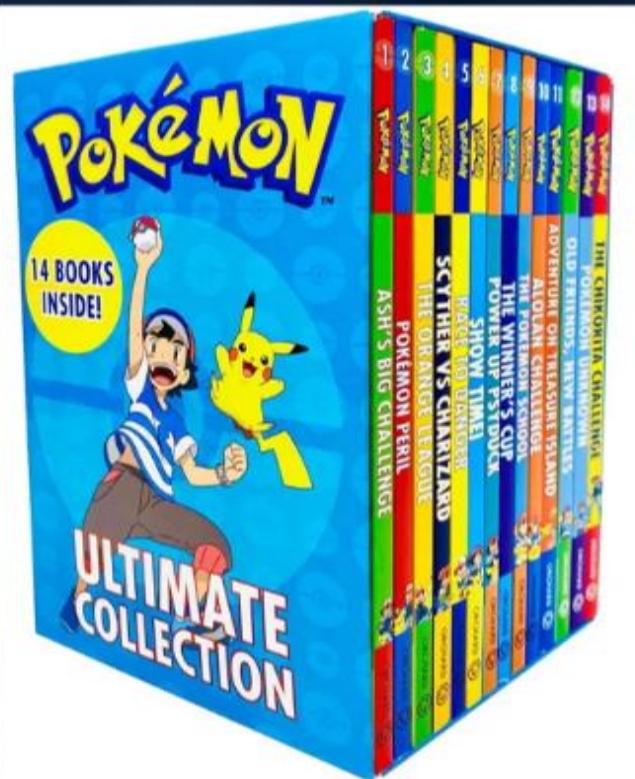
A screenshot of the official Harry Potter website, wizardingworld.com. The page features a banner for "The N.E.W.T.s quiz" with a photo of students in a classroom. Below the banner, there is text about the quiz and a "PLAY" button. The website has a dark, magical aesthetic with a portrait of a wizard on the right side.

A screenshot of a ticket listing for "Harry Potter: The Exhibition" in New York City. It shows a photo of two people smiling, a rating of 4.4 (5 reviews), and the text "Visit this interactive exhibit dedicated to the magical world of Harry Potter". Below this, there is a "Check availability" section with a calendar for June 2024, showing dates from 18 to 26. A note at the bottom says "1 option • from €21.45".

A promotional image for "Harry Potter and the Cursed Child" on Broadway. It includes a photo of the stage during a performance, a photo of two actors in costume, and a photo of a group of actors on stage. The text "Harry Potter and the Cursed Child on Broadway" is displayed above the images.

A screenshot of a ticket listing for the "Original Harry Potter Locations Tour" in London. It shows a photo of a street scene, a rating of 4.5 stars (2,928 reviews), and the text "Badge of Excellence | London, England". There is also an "Add to Wishlist" button.

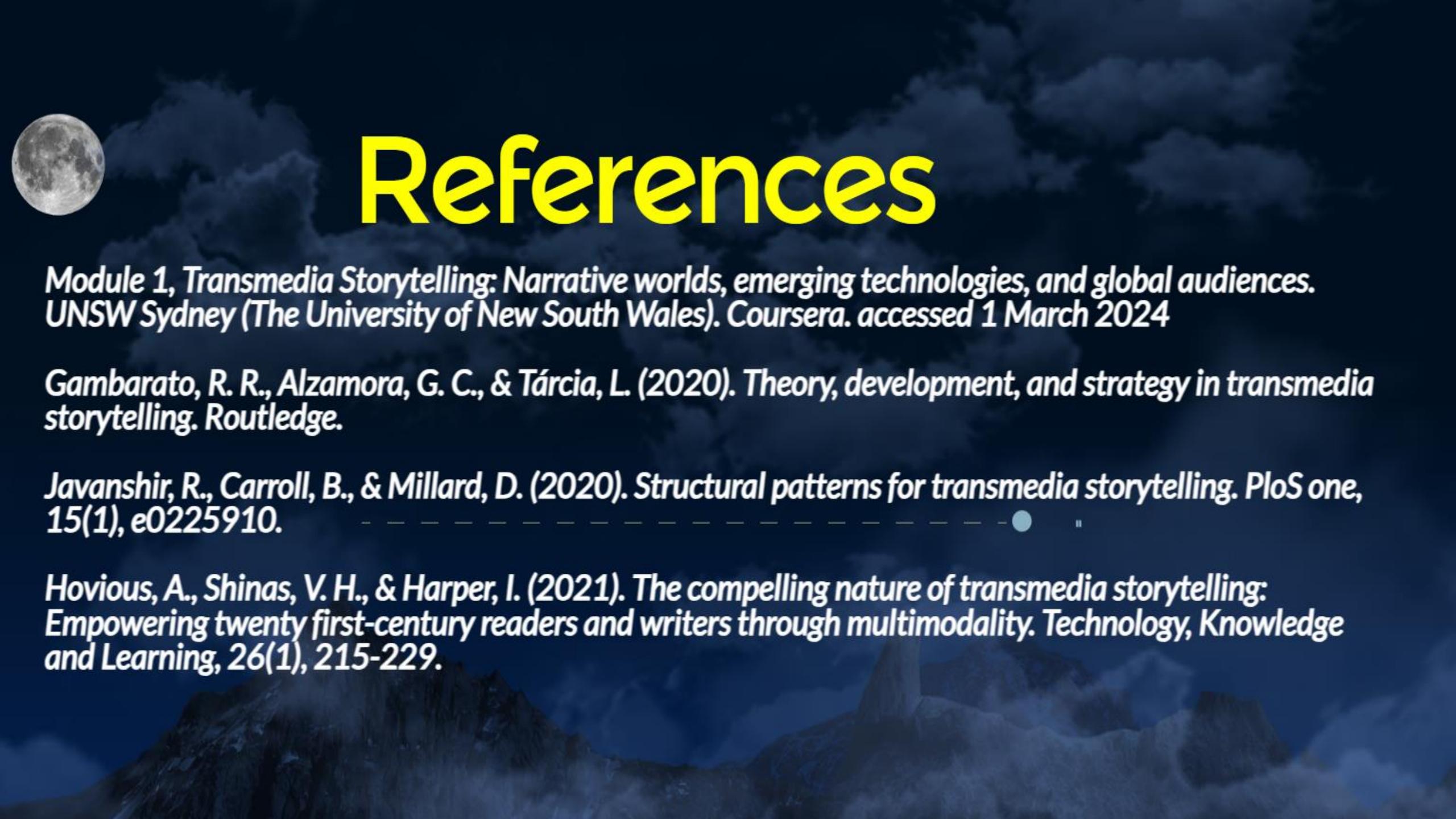
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# Mengapa Transmedia Storytelling Penting?

- \* Peran Audiens
- \* Sebuah Peluang





# References

*Module 1, Transmedia Storytelling: Narrative worlds, emerging technologies, and global audiences.*  
UNSW Sydney (The University of New South Wales). Coursera. accessed 1 March 2024

*Gambarato, R. R., Alzamora, G. C., & Tárcia, L. (2020). Theory, development, and strategy in transmedia storytelling.* Routledge.

*Javanshir, R., Carroll, B., & Millard, D. (2020). Structural patterns for transmedia storytelling.* PloS one, 15(1), e0225910.

*Hovious, A., Shinas, V. H., & Harper, I. (2021). The compelling nature of transmedia storytelling: Empowering twenty first-century readers and writers through multimodality.* Technology, Knowledge and Learning, 26(1), 215-229.

The background of the image is a dark, moody landscape of rugged mountains. The peaks are partially covered in snow, and the sky above is filled with heavy, dark clouds, creating a somber and dramatic atmosphere.

Thank You

