

Transmedia Storytelling

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

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

X The Old World



Traditional Media Franchise



Whole is less than the sum of the parts: dissatisfying conclusion to consuming all media

✓ The New World



Transmedia Franchise



Whole is more satisfying than the sum of the parts: euphoria of collecting the pieces



4.4 (3 reviews)

Harry Potter: The Exhibition

New York City Tickets

Visit this interactive exhibit dedicated to the magical world of Harry Potter

Check availability

JUN 2024

TODAY	WED	THU	FRI	SAT	SUN	MON	TUE	WED
18	19	20	21	22	23	24	25	26

1 option @ - from €21.45

Harry Potter and the Cursed Child on Broadway

By Broadway

5.0 reviews Recommended by 100% of travellers

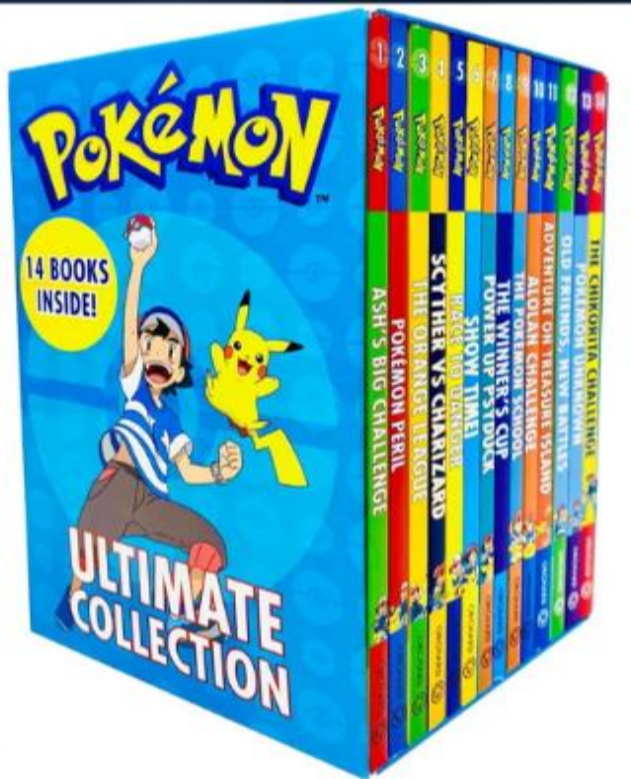
See all photos

Original Harry Potter Locations Tour - London

4.5 (2,508 Reviews) Badge of Excellence London, England

Add to Wishlist

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Mengapa **Transmedia Storytelling** Penting?



- * Peran Audiens
- * Sebuah Peluang





References

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Thank You

