

ABSTRACT

Visual Communication Comic Design Based on Timun Mas Folklore

Moh. Eka Lesmana

1401130107

Indonesian folklore is also one of the identity of Indonesian culture itself, but nowadays, these folktales become less popular. Interesting package, story and illustration has made import comics dominate Indonesian comic market. However we can also see the development of Indonesian comics, and nowadays local comics starting to rise forward. because of that is also become one of the best choice as a medium to make a story based on Indonesian folklore stories.

Creating a comic based on the folklore stories rise the Indonesian folktales popularity, and through the development of new stories can create an impression of the character and make these local comic based on folktales can bet expected to eventually be able to compete with imported comics. The data collection process in this project is by looking at the response and feedback from the to determine the proper design concept for this comic project.

The moral of the stories from the folklores are the identity of the folklore itself. But so that message can be accepted and enjoyed nowadays, we need to improve the style of storytelling that is suitable for teenagers today. Because of that, this comic project focused on the improvement visualization of characters in the original folklore, to create an impression of a modern and casual style and design, and so it will be able to attract the reader's attention which are focused on teens.

Key words : *comic, imported comic domination, unpopular folktale stories, character visualization improvement*