

## **ABSTRACT**

Damage to the environment by human activity has become a crucial problem that constantly encouraged. That is Important for kids to planted the value of protecting the environment so in the future they become an human being who does not damage the environment. Instilling the values of kindness and change the mindset since childhood certainly easier than when they become an adult.

Super hero is a fictional character of someone who uses costumes and have a super ability to do good and to resist evil. Kids particularly liked super hero, Through superhero, kids absorb the value of goodness. Super heroes who favored by kids nowadays was dominated by foreign super heroes that also contains the values and culture of foreign countries. Indonesia is a shortage of superheroes with their local cultural identity as a role model for kids Many Indonesian local culture such as Dayak and Javanese have harmonious wisdom with the environment at the same time they also have a visual identity that can be developed to become more popular and modern.

By designing a new super hero story that may contain Indonesian local wisdom on the environment on visual communication media such as comics, that would be a new role model hero for Indonesian kids to protect the environment because Indonesian culture not only has the local knowledge about the environment for the content but also has they visual identity that can be applied in the design of super hero characters as the development of local culture into a popular form that can be enjoyed for young generation.

**Keywords:** Superheroes, Environment, Culture, Comics, Indonesia