

# **ILLUSTRATED STORY BOOK DESIGN OF BIMA BUNGKUS AS AN INTRODUCTION MEDIA OF WAYANG CHARACTER BIMA FOR TEENAGERS**

## ***Abstract***

*The tales of Wayang is an Indonesian cultural heritage that until this day is still continue to evolve and can be considered as a national identity. Tales of Wayang is often used as a teaching model because it has stories that are rich with moral values. There are many characters with different traits and roles of which serve as examples of good-bad so it can be said that tales of Wayang is a reflection of Indonesian's character. But the existence of the tales of Wayang is getting eroded due to lack of interest of the teenagers who grew up in urban areas. Therefore, media that can boost the interest of young people for the tales of Wayang are required.*

*This illustrated story book is made by displaying a Wayang character from Mahabarata, namely Bima. Bima have a character that is often used as a model because he has a commendable trait such as honesty and fortitude. "Bima Bungkus" is the beginning of Bima's quests which is full of moral values. The story will be delivered through illustrated story books medium for the media is more accessible to urban teenagers compared to traditional media such as Wayang performance. An illustrated story book has the advantage of visual illustration that can make the reader easier to imagine a situation or atmosphere in the narration. Hopefully, with this illustrated story book, the younger generation can appreciate their national culture, especially the tales of Wayang.*

**Keywords:** *Tales of Wayang, Illustrated Story Book, Character, Bima*