

ABSTRACT

Kian Santang is one of the figure who came from the kingdom of Sunda, was believed to be one of the cultural identity as folklore which introduces the value of struggle. Lately, teenagers are more familiar with the stories and figures from outside of Indonesia, so they does not even know the meaning of the story of his own folklore, especially this folklore of Kian Santang. The author seeks to re-popularize folklore Kian Santang with new shades without eliminating the essence of Kian Santang's story, the author will analyze and adapt the story of Kian Santang so that it becomes a new story. Medium that will be used are Visual Novel. Visual Novel has advantages in terms of Storytelling, in its narration, Visual Novel are supported by a visual narrative that is designed based on the rules in visual storytelling, so it could communicate the chronological timeline of history and culture's fact, and the existence of elements of the animation as the core in this Visual Novel. Hopefully with this Visual Novels, teenagers can understand the value of struggle inside the folklore that originated from its own country, especially the story of Kian Santang.

Keyword : Kian Santang, Visual Novel, Visual Storytelling, adaptation