

ABSTRACT

As a developing country with positive economic growth, Indonesians enjoyed a notable improvement in living standards. In 2010, 57 percent of its population was categorized as within the middle-class economy category (Afif, 2015). A considerable part of it (11 percent) has sufficient buying power to purchase tertiary goods on regular intervals, with narrative-based entertainment media (e.g. videogames, movies and story books) being one of such. However, this segment has always been dominated by foreign products that carried foreign culture and stories, with narratives based on Indonesian cultures being severely underrepresented.

The lack of Indonesian culture representation within the world of narrative entertainment is perceived by the author as an opportunity waiting to be explored. The art project is ultimately an attempt to create a proof-of-concept that a narrative derived from local culture can compete with those of foreign origin. The project will be realized in picture-book form as it aligns well with the author's expertise.

To serve as a template, the author based the narrative of the project on the millennium-old story of Calon Arang, a story about an evil witch who cursed a kingdom and held them under suffering until one of them would step up and marry her daughter. Among modern Indonesian writers, the story has always been portrayed as a story of conflicts, of gender inequality and of patriarchy. By analyzing and comparing this old narrative to its modern derivatives and studying how other cultures bring their own old narratives to modern forms, the author hoped to bring the old story into a more 'modern' shell, both in artistic and narrative sense.

Keywords: *picture book, Calon Arang, reinterpretation, adult literature.*