

**ABSTRACT**  
**DESIGN OF ILLUSTRATED STORYBOOK FROM BALINESE**  
**FOLKTALE “CUPAK GERANTANG” AS BALINESE ETHICS**  
**EDUCATION MEDIA**

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Folklore is one part of the culture that must be preserved because it has good local values and wisdom. But many folktales in Indonesia are now begun to be forgotten because they can not compete with other fictional stories such as stories that come from abroad. Because their folklore has a more visual media form than Indonesian folklore. Bali has many interesting folklore but many have begun to be forgotten. One of the folklore titles is "Cupak Gerantang". This folktale is interesting because in its story contains many good advice. Much of the content of this story is about the law of "Karma" which is the law on Hinduism that teaches about anything that we did will get a results wether it's good or bad. The book has many functions and benefits. Therefore the authors want to raise the folklore "Cupak Gerantang" in the form of illustration story book aims as a media of ethics Balinese education. The problem that writers want to raise is how to design an illustrated storybook Balinese folklore "Cupak Gerantang" into a media to educate Balinese ethics. The method of research that writers do are observation, interviews with relevant experts, literature studies for the appropriate theories, and questionnaires to know the opinions of the target audience. Illustrated storybook "Cerita Rakyat Bali : Cupak Gerantang" were made using the appropriate cartoon style for children 5-10 years old. The benefit of this illustrated storybook is to educate the child according to the advice in the story book.

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