

ABSTRACT

On the basis of the phenomenon of the decline in the achievements of the Sundanese leadership, it seems that today many are starting to give their attention. Like studies of the Sundanese leadership from political science and socio-cultural sciences. Many Sundanese cultural institutions were built in universities in West Java. But unfortunately the institutions of Sundanese culture are only involved in the field of art. The community itself shows a passive attitude towards politics which can be seen from the survey of interest in the work of Sundanese people, the majority of whom want to become civil worker or BUMN employees. While the concept of Sundanese leadership seems to be only disputed by higher political and socio-cultural scientists all this time. Therefore, the design of the Budak Angon comic as a symbolic figure and a figure of the Sundanese ideal of leadership is aimed at supporting political and socio-cultural experts to socialize and revive the concept of Sundanese leadership in youth people (around age 15-18) who are relatively difficult to attain political science.

Keywords: Comic, Budak Angon, Leadership, Sunda.