

ABSTRACT

Indonesia certainly has a historical figure who played a role in the development of an area, as well as Bulungan Regency, North Kalimantan. The history of the development of the Regency of Bulungan cannot be separated from the role of Sultan Kasimuddin who was the leader of the Bulungan Sultanate. But until now the writing about his story is still small. Therefore teenagers in Bulungan do not know the Sultan Kasimuddin figure. Writing about Sultan Kasimuddin is considered important because it has historical value in the development of the Regency of Bulungan, his good behavior and character can be an example for Bulungan teenagers especially Tanjung Selor. For data collection, the authors use qualitative methods to observe the characteristics of adolescents in Tanjung Selor through observation, interviews, and literature study. Then processed using the SWOT analysis method. In this design, the author aims to introduce the figure of Sultan Kasimuddin in the history of the Bulungan Sultanate to teenagers, through comics as an information medium that will tell his story. So the results of this design are expected to be able to maintain the historical value of Sultan Kasimuddin. By presenting good behavior that he has indirectly is expected to also be an example for adolescents in Bulungan. The benefits of this design are expected to be his story can be an inspiration and an example for teens in Bulungan towards a better direction

Keywords : *Sultan Kasimuddin, Teenager, Comics*