ABSTRACT

DESIGNING WEBTOON OF PUTRI KANDITA FOLKTALE

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Folktale is a culture that can provide examples of norms and morals for everyone who

listens, reads, and learns the story. One of this folktale is the folktale from Bogor namely

Putri Kandita. The large quantity of folktale in Indonesia makes some folktale less

recognized by the public. Only a few folktale titles that are oftenly mentioned or told,

such as Malin Kundang, Timun Emas, and Danau Toba. Current issues at Bogor like

deforestation that may leads to avalance and flood could be adapted to Putri Kandita

folktale to make that folktale to be actuals again. The goal of this design project is to

reintroducing Putri Kandita folktale via webtoon medium while adapting it to current

issues so that Putri Kandita folktale could stay actuals. Observation, interview,

questionnaire, and literature review is the method that will be used as data collecting

method in this design project while data analysis method that will be used in this design

project is matrix analysis. Final product of this design project is a webtoon of Putri

Kandita along with its promotion media.

Keywords: Culture, Heritage, Nature, Deforestation, Bogor

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