

ABSTRACT

The availability of reading books in Indonesia in terms of quality and quantity is still very minimal in circulation. Whereas a quality reading book is one of the means that can help character formation because it can build intellectual, emotional, social and moral values. One example is reading books created through literature in the form of fables with elements of education and moral values contained therein, which are generally closely related to religious teachings such as in Islam in the holy book of the Koran as in the letter An-Naml (ant). However, the number of studies on character building based on the Koranic fable is still limited. Currently, one of the most popular reading books is comics because it is loved by all ages, from children, teenagers to adults. However, reading books such as comics and fables that are of good quality and interesting in circulation are quite expensive, making them less accessible to some Indonesians. Coinciding with the times and rapidly developing technology, comics are not only in the form of conventional media but also digital, for example, such as Webtoon which is a digital comic platform that can be accessed easily and free of charge. This is the background behind the design of the webtoon comics through the fable of the Koran as a medium for character building. The research method used is the quantitative method with data obtained through library research and interviews and using matrix analysis and SWOT analysis methods. With this design, it is expected to improve the quality of reading materials that are easily accessible to the Indonesian people.

Keywords: *Fabel of the quran, character building, webtoon comics.*