

## **ABSTRACT**

Folklore is a cultural relic that must continue to be inherited. Because folklore has moral values that can be passed down through generations to the next generation. Unfortunately, the interest of the younger generation towards folklore is minimal because the development of the media today has given many options to the younger generation to know the stories that come from outside. Knowing about the issues of harassment against women that are widely reported in the city of Jakarta, Mirah's folklore from Marunda is the right choice. A story whose story can inspire and provide a moral message that is rarely raised through visual-based educational media. This research is intended for the design of educational media based on the story of Jakarta, Mirah from Marunda. A story that is rarely raised through visual-based educational media, which is expected to preserve one of Betawi cultural heritage. The data collection process is conducted from interviews of speakers who are experts in educational media and local culture and, conducting questionnaire dissemination to measure public interest in educational media as a medium of folklore. The study of this study is expected to make Mirah folklore from Marunda in the interest of young people through the results of the design of educational media.

**Keywords :** folklore, culture and educational media.