

## ***ABSTRACT***

*Pancoran is a district in South Jakarta. The name Pancoran is derived from a folklore about a kingdom in the southern part of Jakarta that had a King who was blessed to have three Princes. The story is an example of Jakarta folklore that is not well known to the public and lacks visual media. The story has good moral values that can be emulated by society, especially teenagers. The purpose of this research is to design suitable visual media to adapt and reintroduce the story in an interesting way. Data collection was taken from observations, followed by interviewing related parties, then conducting a survey in the form of a questionnaire with the final step conducting a literature study on the story of Pancoran. The results of these data can be concluded that the appropriate visual media is digital comics. The design of the digital comic is expected to foster cultural appreciation by overcoming the story of the origin of the name Pancoran and teach good manners to the wider community especially teenagers.*

*Keywords : Adaptation, digital comic, Pancoran, reintroduce*