

ABSTRACT

Indonesian folklore is a declining cultural heritage. Folklore also has moral values that can be applied to children's lives. However, nowadays among children, it has begun to be disinterested in folklore because parents are also rare to tell folklore to their children and foreign stories that are more interesting for children to read. The presentation of folklore today is still a lot less interesting than foreign stories, so the design of prototypes of applications can be one way to present interesting folklore. Interesting and interactive folklore application platforms are also limited in number. The current Indonesian folklore numbering 366 stories and what will be an example for this design is the Malin Kundang story because it is one of the most popular stories in Indonesia. Malin Kundang's story also has many moral messages that can be taken in it. The purpose of this design was to produce more interactive folklore. The design uses methods of observation, interviews, questionnaires, and matrix analysis. The hope of this design is to educate children about folklore in Indonesia and to know the moral values in it so that it can be applied in their lives.

Keywords: Folklore, Mobile Application, Illustration Book, Interactive Media