

ABSTRACT

This paper was made with the title Webtoon Design as a Media to Familiarize Themselves with Sundanese Script which aims to restore the memory of Sundanese Script to the public, attract public interest in learning and preserving Indonesian writing culture, namely Sundanese Script and to add insight into Sundanese Script through entertainment methods so that people gradually get used to Sundanese Script. The data collection method used is a qualitative method with observation methods by looking for similar data, field observations in Bandung and its surroundings, interview methods, questionnaire methods and literature study methods. The reference to writing theory taken comes from the book by Didit Widiatmoko Soewardikoen "Visual Communication Design Research Methodology Revised Edition." The data collected to carry out the design will be taken sober and analyzed with the aim of finding relevant data in order to be able to complete In accordance with the wishes, expectations, and goals that have been set. After searching for data and concepts, a conclusion will be formed.

Keywords: *Webtoon, Restoring Memory, Sundanese Script, Entertainment.*