

ABSTRACT

DESIGN OF CHARACTER FROM FOLKLORE BARU KLINTING ADAPTATION WITH STYLE OF MANGA

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Recognizing and appreciating folktales is one simple way to preserve one's own culture. Merely being aware of them can spread through various communication media. This study aims to disseminate the Baru Klinting folktale by designing a visualization in the form of an artbook with a reimagined design that still follows the source story. This research is qualitative. Data collection was carried out through observation, interviews, and literature study.

Keywords: Adaptation, Artbook, Concept Art, Visual Communication Design, Visualization