

## ***ABSTRACT***

*Narrative image media, called comics, is an important part of culture, but is rarely discussed in a cultural and academic context, in Sri Asih's latest comic, entitled Sri Asih: Celestial Goddess" which was released in 2020, there is a suspicion of a change in Indonesian cultural identity in the comic. By comparing this comic with the Sri Asih comic by R.A. Kosasih, The goal of this comic cover analysis is to increase awareness of Indonesian comics, which are still not well studied academically, as well as the conventions and influences in Indonesian culture and society. This study uses the Content Analysis technique according to Gillian Rose, which involves three modalities: technology, composition, and social. This study shows that there is indeed a change in the modalities of technology, composition and social influencing mass culture at that time which greatly influenced the cover of the Sri Asih comic: Celestial Goddess.*

**Keywords :** *Sri Asih, R.A Kosasih, Cover, Comic, Cultural, Identity, Gilian Rose*