

## **ABSTRACT**

*When the legend about Ciung Wanara person who was known by the nickname of “Sang Samarah” believed to be past of the identity of Sundanese culture. But the confidence was no reflected in the behavior that the shown by teenagers origin of sundanese today. Where they are less recognize even understand the meaning of the story of Ciung Wanara. Then before one of the local sundanese culture is totally forgotten, the writer seek to popularize the story of Ciung Wanara through story and new media without losing the essence of the story. The first step is to do the analysis and adaptation of the story until finally forming a new story. Media used in an effort to introduction the story of ciung wanara is a visual novel. Visual novel has the advantage in terms of storytelling. In the story, visual novel was supported by a visual narrative that is designed based on the rules in visual storytelling, so that the ability to communicate chronology of historical and culture facts contained in the story of Ciung wanara is high.*

*Keyword : Ciung Wanara, Visual Novel, Visual Storytelling, Adaptation*