

## **ABSTRACT**

*The story of the Sawerigading folklore is one of the local history that exists in the areas of Sulawesi and in the Sawerigading story there are very important values in the people's lives such as the values of unity, religious values, ethical values, and aesthetic values. Seeing the behavior of adolescent minds today many are contrary to the positive values that means teenagers do not know the positive values contained in the story of Sawerigading that should be made as an example behave in everyday life. This can happen because of the lack of interesting media from teenagers who are less interested in Sawerigading. By using qualitative method, observation, interview, questionnaire, and literature study and analysis using visual communication design theory, psychology, and character of research done through visual media that can attract attention to learn more about Sawerigading story then made a character book design can attract teenagers to know Sawerigading so that the positive values of Sawerigading story can be a good example of behavior in everyday life.*

*Keywords: Sawerigading, Folklore, Character Design, Character, Sulawesi*