

## **ABSTRACT**

*Folklore is part of a collective culture, which is spread and passed down from generation to generation among any collective, traditionally in different versions, whether in oral form or with gestures or reminder aids. Folklore is generally innocent and innocent, so it often seems rude and too spontaneous. It is understandable to remember that many folklore are the most honest human manifestations of human emotions. folklore is one of the cultures that still exist until now and will never fade if still preserve it.*

*The making of motion comic and concept art is one of the media that can reintroduce folklore that increasingly shed and preserve it so that it will not be consumed by the outer culture that increasingly more and more get in and eliminate the traditional culture. In the visualization of folklore Baridin and Ratminah into concept art, the writer uses the design method that is data collection, data analysis , design process and visual concepts as well as determining the right approach to determine the appropriate visual and mood for the audience. From the design of motion comic Baridin and Ratminah, the authors get the conclusion that adapting a folklore must be very concerned about the mood and elements of the story, so that the moral message and meaning that exist and want to be delivered to the audience*

*Keyword : Folklore, Motion Comic, Concept Art*