

ABSTRACT

Annisa, Aftaru. 2016. The designing of interactive storybook adaptation of the origin of Cenderawasih folklore. Final Project. Program Studies Visual Communication Design. Faculty of Creative Industries Telkom University.

Folklore is one of the identity of a nation. Folklore is also one of the local culture that began to be forgotten by most of the Indonesian people, especially the youth. The lack of enthusiasm and interest in children about folklore is decreasing in their own country. This is mainly because many fantasy stories from other countries which is more interesting from its narrative and visual point of view. One of the Indonesian's folklore that needs to be introduced to children is the origin of cenderawasih because there is a lot of moral education so that children can develop qualities that can be a positive role model in their social life. it is necessary to lift the origins of cenderawasih folklore into the more attractive medium for children to adjust to the current technological developments. The method used the qualitative method with data collection using observation, interview, and literature study which then analyzed with the objective approach to get the basic concepts in the design. with this study, the kids are expected to be more interested in reading folklore stories of Indonesia and understand Papua more through the Origin of Cenderawasih folklore. With this interactive storybook application, parents can also accompany by reading the stories to their kids, so that they can help the children's language development, increasing their imagination, and also strengthen the relationship of parents and children.

key word: Visual Narrative, Interactive, Adaptation, Cenderawasih, Children