

ABSTRACT

DESIGNING WEBTOON OF PUTRI KANDITA FOLKTALE

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Folktale is a culture that can provide examples of norms and morals for everyone who listens, reads, and learns the story. One of this folktale is the folktale from Bogor namely Putri Kandita. The large quantity of folktale in Indonesia makes some folktale less recognized by the public. Only a few folktale titles that are oftenly mentioned or told, such as Malin Kundang, Timun Emas, and Danau Toba. Current issues at Bogor like deforestation that may leads to avalance and flood could be adapted to Putri Kandita folktale to make that folktale to be actuals again. The goal of this design project is to reintroducing Putri Kandita folktale via webtoon medium while adapting it to current issues so that Putri Kandita folktale could stay actuals. Observation, interview, questionnaire, and literature review is the method that will be used as data collecting method in this design project while data analysis method that will be used in this design project is matrix analysis. Final product of this design project is a webtoon of Putri Kandita along with its promotion media.

Keywords: Culture, Heritage, Nature, Deforestation, Bogor