

ABSTRACT

Folklore is one of the cultural heritages that needs to be preserved, as it has many benefits such as introducing culture and traditions, teaching moral values, and providing entertainment. However, folklore often cannot reach a wide audience due to the lack of effective media for spreading these stories. In the efforts to preserve folklore in East Kalimantan, conventional media has been utilized, but the writer proposes an effective way of using suitable and relevant introduction media as an attempt to preserve folklore. This involves presenting the stories in an attractive format and making them easily accessible while maintaining the depth of the folklore preservation. This research adopts a qualitative method, Data is obtained through literature research, interviews, and observations, and then analyzed using the matrix comparison method. Research findings indicate that the webtoon design can contribute to the preservation of traditional Indonesian cultural elements and values, particularly in the context of the Legend of Queen Aji Bidara Putih.

Keywords: queen aji bidara putih, webtoon, digital comics, folktales