

ABSTRACT

DESIGNING PROTOTYPE OF LAKE TOBA'S FOLKLORE DIGITAL ILLUSTRATION BOOK APPLICATION FOR TEENAGERS

Folklore is one of Indonesia's cultural heritage that is included in oral tradition and also has various functions, one of which is as a tool in education that can include all parts of artistic knowledge, traditions, ethics, and behavioral values. However, the rapid advancement of technology along with the development of the era has made folklore which is passed on or preserved orally and in writing undergo a change due to being shifted by the culture of reading. Then this rudimentary reading culture has been replaced with a visual culture that makes folklore difficult to find and look less interesting, especially in the world of teenagers who are rarely touched by folklore researchers so that folklore is less developed. One of the folklore that is rarely known is the folklore of Lake Toba, there are also teenagers who know it but are reluctant to admit the existence of the folklore because it is considered ancient. Therefore, it is hoped that the folklore of Lake Toba will become easy to find and can attract the attention of teenagers by using the design thinking method which has 5 stages to provide creative solutions and be able to solve problems. The solution is to design a prototype of the Lake Toba folklore digital illustration book application for teenagers which provides several benefits such as increasing youth knowledge about Lake Toba folklore, introducing local wisdom, explaining the moral values of Lake Toba folklore, increasing ethical knowledge from Lake Toba folklore. Toba, and increasing literacy as well as imagination.

Keywords : Folklore, Lake Toba folklore, Application