

Abstract

Tradition is an influential part of the character and characteristics of people in living life in an area. The Rasulan tradition in Gunungkidul, Special Region of Yogyakarta is still preserved by every level of society to this day. Efforts to preserve Rasulan, which now focus more on the community in Gunungkidul, especially on teenagers as the younger generation, mean that information about the Rasulan tradition is limited to communities outside the area. As a result, people outside the region have very little knowledge of the Rasulan tradition, so the identity of the tradition is vulnerable to being lost over time. Apart from being a sign of gratitude to the Almighty, the Rasulan tradition also carries philosophical values, which have been preserved and maintained from generation to generation to this day because of the strong culture in Gunungkidul. The involvement of teenagers as the younger generation in the Rasulan tradition can also be an example for teenagers in other areas. This has the potential to introduce the Rasulan tradition to communities outside the Gunungkidul area, especially teenagers as the younger generation. For this reason, there is a need for information media that can introduce the Rasulan tradition to people outside the Gunungkidul area. The research sample was teenagers aged 14-17 years. The results of this data conclude that the appropriate visual media is digital comics (webtoon). This design was carried out using quantitative methods in the form of interviews, questionnaires, literature study, observation, matrix analysis and visual analysis.

Keywords: *Rasulan Tradition, Gunungkidul, Information Media*