DESIGNING VISUALIZATION OF FOLKLORE “THE LEGEND OF SAWUNGGALING”
VERSION USING MEDIA COMIC IN GENRE PARODY

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Abstract

Indonesian folklore is a national asset, commonly regarded as a fairy tale. Actually, folklore carry a larger role than just a fairy tale, namely as a transmitter of the noble values of our ancestors, customs and culture. This important role is in the critical period because the current condition of folklore increasingly displaced by foreign literature which is more laden elements of entertainment rather than education.

The design aims to raise the existence and role of folklore in a way that interests by the target audience in a way put it in the parody comic. Showing humor or parody using technology, proverbs, films, and so forth. These are used based on the conclusion that the way of delivering packaged in humorous stories that interest to the target segments (adolescents).

Performed in the method of packaging a story drawn from the conclusions drawn from comparisons of existing literature, the media, among which are characteristic of comic from Japan and Indonesia itself. Hopefully, this design can provide a new atmosphere in efforts to conserve Indonesian folklore.

Keywords : Folklore, Sawunggaling, Comic, Parody