

## **ABSTRACT**

### ***DESIGN OF THE SHADOW PUPPET COMIC "LAHIRNYA SANG GATOTKACA"***

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*The design of the digital comic "The Birth of Sang Gatotkaca" aims to reintroduce wayang stories to the younger generation using more modern and easily accessible media. Wayang, as Indonesia's cultural heritage, contains moral values, religious teachings and history that are important to maintain. However, with the increasing dominance of global culture and modern entertainment, people's interest, especially teenagers, in traditional arts such as wayang is decreasing.*

*The research method used was to search for data using literature studies, questionnaires and comparative studies to explore the needs and preferences of the target audience. In this design, the character and story visualization adopts a manga style with a chibi style to attract the interest of teenage readers.*

*It is hoped that the results of this design will increase teenagers' interest in wayang stories, as well as strengthen their appreciation for local culture. Thus, this comic not only functions as entertainment, but also as an educational tool that conveys the noble values of wayang stories.*

**Key words:** *1<sup>st</sup> Comic, 2<sup>nd</sup> Shadow Puppet*

*References* :

*Publication Years* :