

ABSTRACT

Wayang is an Indonesian culture that must be preserved so that it can be recognized by the younger generation. Digital comics can become transmedia so that they can touch the younger generation. This design aims to design digital comics as a transmedia for Banyumasan puppet characters. Another goal is to design the application of Bawor digital comics as a transmedia for Banyumasan puppets. For the research method, this design uses descriptive qualitative data collection techniques in the form of interviews, observations, and documentation. Interviews were conducted with resource persons from the Banyumas Regency Youth, Sports, Culture and Tourism Office and Ki Dalang Sugeng Suharto who works as cultural figures. Observations were made by observing the Bawor statue in the Dinporabudpar Banyumas district. Documentation was obtained through the Banyumas Regency Dinporabudpar in the form of information related to the Banyumas Regency Dinporabudpar service. This design resulted in a web comic entitled Bawor Jadi Raja with a manhwa style. The story used was adapted from a folk tale entitled Bawor dadi Ratu, the Banyumas version, according to the informant. The results of the design are expected to become a transmedia for Banyumas puppet characters and can apply digital comics as transmedia.

Keywords: Bawor Banyumas, digital comics, transmedia