

**PERANCANGAN BUKU CERITA BERGAMBAR “I LUTUNG TEKEN I
KEKUA” DENGAN TEKNIK *DIGITAL PAINTING* SEBAGAI UPAYA
MENINGKATKAN MINAT BACA ANAK**

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ABSTRAK

Cerita rakyat merupakan warisan budaya yang kaya akan nilai moral, namun perkembangan teknologi dan gaya hidup modern telah menyebabkan menurunnya minat anak-anak terhadap cerita rakyat dan membaca. Penelitian ini bertujuan merancang buku cerita bergambar I Lutung Teken I Kekua dengan teknik *digital painting* sebagai media utama, serta media pendukung seperti *t-shirt*, poster, *totebag*, *sticker pack*, gantungan kunci, tumbler, dan video pendek untuk mempromosikan serta dapat meningkatkan minat baca anak. Proses pengumpulan data dilakukan melalui observasi, wawancara dan dokumentasi. Buku cerita bergambar dirancang dengan ilustrasi yang menarik dan alur cerita edukatif, sementara media pendukung disusun dengan elemen visual yang konsisten dengan buku. Hasil perancangan ini diharapkan mampu menarik minat baca anak-anak sekaligus melestarikan cerita rakyat Bali dengan pendekatan modern dan interaktif.

Kata kunci : Cerita Rakyat, Buku Cerita Bergambar, *Digital Painting*.

***DESIGN OF A PICTURE STORY BOOK "I LUTUNG TEKEN I KEKUA"
USING DIGITAL PAINTING TECHNIQUES AS AN EFFORT TO
INCREASE CHILDREN'S INTEREST IN READING***

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ABSTRACT

Folklore is a cultural heritage rich in moral values, but the development of technology and modern lifestyles have caused children's interest in folklore and reading to decline. This study aims to design an illustrated storybook of I Lutung Teken I Kekua with digital painting techniques as the main media, as well as supporting media such as t-shirts, posters, tote bags, sticker packs, key chains, tumblers, and short videos to promote and increase children's interest in reading. The data collection process was carried out through observation, interviews and documentation. The illustrated storybook is designed with attractive illustrations and an educational storyline, while the supporting media is arranged with visual elements that are consistent with the book. The results of this design are expected to be able to attract children's interest in reading while preserving Balinese folklore with a modern and interactive approach.

Keywords: Folklore, Illustrated Story Book, Digital Painting.