

ABSTRACT

Transformation in the Great Indonesian Dictionary is defined as a change of appearance. The transformation in literary works into other forms has implications for changes in the form and structure of the story. Then, along with the development of the era, the people's story became extinct and needed to be revitalized. This study aims to: (1) How the structural elements of the Pulau Si Mardan folklore, (2) How to transform the Pulau Si Mardan folklore text into digital comics, (3) How to develop the digital Pulau Si Mardan comic. This type of research is qualitative research with development methods. The subject of this research is the folklore of Pulau Si Mardan. Sources of data in this study are the results of interviews and documents. Data collection techniques through observation, interviews, and documentation. The transformation of folklore into digital comics is carried out by specifying the folklore text to be transformed. Then a structural analysis was carried out on the folklore text. This structural analysis is important in research in order to obtain an optimal analysis. After carrying out structural analysis, a transformation was carried out into digital comics. The results of the transformation show that there is a modification category transformation process in the structural elements of the theme, character, title, point of view and language. The transformation of the conversion category occurs in the structural element of irony. The transformation of the expansion category occurs in the setting and there are two transformation processes in the plot. The process of developing comics was carried out by trials in the community to determine product acceptance in the community and the results of the percentage of community responses to comics showed a number of 92% with a good category.

Keyword: transformation, structural elements, folklore, digital comics.

