

## **Tales of Archipelago: Open Source Concept Design for Creative Media Development**

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## **ABSTRACT**

*Comics are easily distributed and relatively cheap to produce mass media. The possibility of comics as cultural media may not be obvious, but its potential for elaboration is abundant. Japanese comics or manga is a successful example on how their comic artists elaborate their stories with good cultural knowledge, which fascinates its readers to become totally engaged with the cultural artifacts shown in those comics.*

*This paper depicts the action research of elaborating culture into sequential media, particularly comics, in order to revamp wayang, one of Indonesia's ingenious cultural artifacts. Applying the newest phenomenon in interactive media and communication technology, this research attempts to design a template to elaborate content into visual media, particularly comics with relatively high possibility of creative content exploration.*

**Keywords:** wayang, comics, sequential media, media strategy, design 2.0