

ABSTRACT

The Majalaya sarong is a cultural product from Majalaya that was popular internationally and nationally from the 1920s to the 1960s. However, one reason why the name Majalaya Sarong is no longer well-known is that local business owners cannot compete with foreign business owners in terms of management, market control, and capital. so that the production of Majalaya sarongs since 1970 has continued to decline. Now it is very difficult to find the cultural product Sarong Majalaya, therefore there is very little information available about this product and it is no longer popular among the public, especially teenagers. The design of the storyboard in the 2D animated film "Maya and Jalu: Magic Sarong" aims to be an information medium for the Majalaya Sarong cultural product for teenagers in Majalaya. The method used in collecting data regarding this phenomenon is a qualitative narrative method. Data collection was carried out through literature study, observation, and interviews. The end result of this design is a storyboard in the animated film "Maya and Jalu: Magic Sarong" which aims to be a medium of information about the Majalaya Sarong for teenagers.

Keywords: Cultural products, Majalaya Sarong, Teenagers, Storyboard.