

**DESIGNING 2D ANIMATION VIDEO OF PRINCESS MANDALIKA
STORIES AS CULTURAL CONSERVATION EFFORT FOR
ELEMENTARY SCHOOL CHILDREN**

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Abstract

One of the folklore in Lombok is the story of Putri Mandalika. Princess Mandalika is a princess who threw herself into the sea to avoid division between kingdoms. However, there is a lack of awareness for the younger generation in preserving folklore. For this reason, there are appropriate alternative media to introduce Putri Mandalika's story, one of them is animation video. The method used is a qualitative method. Qualitative data obtained through observation, interviews, and literature study. Animated video of Putri Mandalika story using a paper cut design style with 6 minutes 37 seconds duration.

Keywords: video, animation, Putri Mandalika