THE ROLE OF STORYTELLERS IN COMIC "HEALTHY AND CHEERFUL DURING A PANDEMIC" FOR ELEMENTARY SCHOOL STUDENTS, IN WEST JAVA INDONESIA

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Abstract –

At the end of December 2019, Corona Virus Disease 2019 or Covid-19 was a virus that was first discovered in China, in Wuhan City to be precise. In a short time, the virus spread, causing epidemics in almost all countries, including Indonesia. At the beginning of the emergence of this virus, some observers said that Covid-19 was one of the most dangerous viruses [1]. Based on the latest data on October 19 2022, the number of positive Covid-19 patients in Indonesia is 6,450,248 [2]. The Covid-19 pandemic has had a huge impact on daily life, because almost all countries in the world are working hard to find preventive measures so that the number of spreads of Covid-19 does not continue to increase. For example, large-scale social restrictions, rules on physical distancing, and carrying out regional quarantine with two events namely full and limited [1]. In addition, in the field of education the government issued rules for distance education [3]. The method used in this study is a qualitative method with a case study approach. In this study, what is interpreted as a case is the unique role of the story teller which becomes a strategy in understanding the essence of the story in comics to an audience of elementary school-age children. The results found that the storyteller was the main factor capable of persuading children. In persuading children of elementary school age, a storyteller must have a strategy in storytelling and pay the most attention to children's concentration time.

Keywords - Persuasive; Story Telling; Storytellers; Children; Covid-19