

ABSTRACT

Indonesian folktales seem to have lost their audience, especially the children, because of the popularity of Western tales. Due to this phenomenon, the writer intends to prove that Western tales are more preferred, to find and analyze the reasons to the readers' preference, and how to gain readers' interest in Indonesian folktales.

Based on the questionnaires, the writer found most children knew and most parents preferred Western tales. Through the interview, three out of five students in three different schools preferred Western tales because of the excitement they feel and attractive illustrations. Most parents also preferred Indonesian folktales less because of the controversial themes, mystical incidents, violence, complicated plots and vocabularies. Through literary research, the writer noticed several of our folktales are ended with revenge, which the writer thinks is not educative for children.

Supported by an interview with a librarian, a publisher, and an author of Indonesian folktales for children, the writer promotes an idea that authors should modify Indonesian folktales more creatively adjusting with today's thoughts. For instance, they can omit violence, transform mystical incidents with familiar magical wonders, rationalize the plots and use easier vocabularies for children. All these efforts are aimed to preserve our own folktales.

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Regards,

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