

ABSTRACT

This research aimed to develop a bilingual digital e-storybook based on *The Legend of Usang Sungging* to promote Ogan Ilir cultural heritage while supporting English learning among young people. The research was motivated by the low level of awareness of *The Legend of Usang Sungging* and the limited availability of digital learning media that integrate local cultural content with bilingual learning. This research applied the Research and Development (R&D) method proposed by Borg and Gall and modified by Sukmadinata, which consists of three stages: preliminary study, model development, and final product testing. Data were collected through a literature study, semi-structured interviews, expert validation, and readers' questionnaires. The data were analyzed using qualitative descriptive analysis supported by simple quantitative analysis. The product was validated by three experts covering cultural content, English translation, and visual design. The overall expert validation result reached 93.33%, which falls into the Very Valid category. Furthermore, wider testing involving 50 readers aged 10–24 years old obtained an overall score of 94.0%, which falls into the Very Good category. The final product was published as an interactive digital flipbook containing bilingual text, semi-realistic illustrations, and English audio narration. The findings indicate that the developed bilingual digital e-storybook is valid, attractive, and appropriate for promoting the cultural heritage of Ogan Ilir while supporting English learning. It is recommended that the product be used as an alternative digital learning medium in schools and be further developed by future researchers using other Indonesian folktales and more interactive features.

Keywords: *bilingual digital e-storybook, cultural heritage, digital storytelling, folktale, ogan Ilir.*