

ABSTRACT

DESIGN OF DIGITAL COMIC AS EDUCATIONAL MEDIUM ON DANGERS OF ONLINE GAMBLING

By:

AHMAD ALBAR

2111070041

E-mail: albarahmad2402@gmail.com

The increasing prevalence of online gambling among youths in Lampung Province has become a social issue requiring an effective educational approach. This study aimed to design a digital comic as an educational medium to raise awareness of the dangers of online gambling through an engaging visual–narrative approach designed for the young. The research employed a qualitative method with data collection techniques including observation, literature review, and interviews. The design process encompassed three main stages: pre-production, production, and post-production, focusing on character development, storyline construction, and visualization that reflected social realities. The digital comic was published through the social media platform Instagram to reach a wider target audience. The findings indicated that the digital comic effectively conveyed educational messages, as evidenced by a high number of views, interactions, and positive audience responses. As results, digital comics has been potentially communicative and adaptive educational medium for delivering social issues to youths in appealing and emotionally engaging manner.

Keywords: Digital Comic, Educational Media, Online Gambling, Youths, Social Campaign

