

FINAL PROJECT

**DESIGN OF SARIP TAMBAK OSO DIGITAL COMIC AS A MEDIUM TO
INTRODUCE THE LEGEND OF SIDOARJO TO TEENAGERS AGED 17-21 YEARS**

To meet as a requirement in obtaining a Bachelor's degree (S-1)



Submitted by:

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Supervisor 1 :

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Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom.

VISUAL COMMUNICATION DESIGN

UNIVERSITY FACULTY OF ARCHITECTURE AND DESIGN

NATIONAL DEVELOPMENT OF EAST JAVA "VETERANS" 2025

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VERIFICATION PAGE
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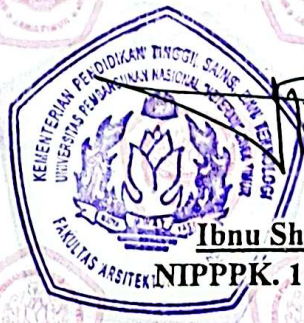
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Declaring that in this Final Project scientific document there is no part of other scientific works that have been submitted to obtain an academic degree in a Higher Education institution, and also there are no works or opinions that have ever been written or published by other people/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there are indications of plagiarism in this Thesis, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Thus, I made this statement actually without any coercion from anyone and to be used as it should.

Surabaya, 17 September 2025

Who made the statement


Rasyadan Pranoto
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ABSTRACT

Teenagers are less interested in getting to know local culture due to the rapid flow of globalization. This phenomenon can be seen from the results of the questionnaire which shows that there are still many teenagers who do not know the story of Sarip Tambak Oso in depth, even though this figure is a legend from Sidoarjo who is known as a brave figure who opposes injustice and sides with small communities. The loss of attachment to folk tales like this is feared to reduce the love of the homeland and the concern of the younger generation for regional cultural identity. Therefore, there is a need for media that is able to reintroduce local legends in a way that suits the habits and interests of today's youth.

The method used in the design is Design Thinking with five stages, namely empathize, define, ideate, prototype, and test. The data collection stage was carried out by distributing questionnaires to adolescents aged 17–21 years old to find out the extent of their understanding of the legend of Sarip Tambak Oso and the media preferences they prefer. In addition, interviews were conducted with resource persons who have competence in the field of culture and also comic creators as supporters in designing relevant media. The collected data is then analyzed to produce a comic concept that is not only visually appealing, but also full of moral messages.

The result of this design is a digital comic published through the Webtoon platform. The visualization of the story was developed with a modern approach to suit the tastes of teenagers, while still retaining the local feel of the legend. The storyline highlights moral values such as courage, justice, and solidarity, which are expected to inspire the younger generation in their daily lives. Through this digital comic, the legend of Sarip Tambak Oso is reintroduced in a way that is more acceptable to the target audience, so that in addition to being a means of entertainment, this work also functions as an educational medium and an effort to preserve local culture in the digital era.

Keywords: Digital comics, Sarip Tambak Oso, Legends, Teenagers.

ABSTRAK

Semakin sedikitnya minat remaja dalam mengenal budaya lokal akibat derasnya arus globalisasi. Fenomena ini terlihat dari hasil kuesioner yang menunjukkan masih banyak remaja yang belum mengetahui secara mendalam cerita Sarip Tambak Oso, padahal tokoh ini merupakan legenda dari Sidoarjo yang dikenal sebagai sosok pemberani yang menentang ketidakadilan dan berpihak pada masyarakat kecil. Hilangnya keterikatan dengan cerita-cerita rakyat seperti ini dikhawatirkan akan mengurangi rasa cinta tanah air serta kepedulian generasi muda terhadap identitas budaya daerah. Oleh sebab itu, perlu adanya media yang mampu memperkenalkan kembali legenda lokal dengan cara yang sesuai dengan kebiasaan dan ketertarikan remaja saat ini.

Metode yang digunakan dalam perancangan adalah Design Thinking dengan lima tahapan, yaitu empathize, define, ideate, prototype, dan test. Tahap pengumpulan data dilakukan dengan menyebarkan kuesioner kepada remaja berusia 17–21 tahun untuk mengetahui sejauh mana pemahaman mereka tentang legenda Sarip Tambak Oso serta preferensi media yang digemari. Selain itu, dilakukan wawancara dengan narasumber yang memiliki kompetensi di bidang budaya dan juga kreator komik sebagai pendukung dalam merancang media yang relevan. Data yang terkumpul kemudian dianalisis untuk menghasilkan konsep komik yang tidak hanya menarik secara visual, tetapi juga sarat akan pesan moral.

Hasil dari perancangan ini adalah sebuah komik digital yang dipublikasikan melalui platform Webtoon. Visualisasi cerita dikembangkan dengan pendekatan modern agar sesuai dengan selera remaja, namun tetap mempertahankan nuansa lokal sebagai ciri khas legenda. Alur cerita menonjolkan nilai-nilai moral seperti keberanian, keadilan, dan solidaritas, yang diharapkan dapat menginspirasi generasi muda dalam kehidupan sehari-hari. Melalui komik digital ini, legenda Sarip Tambak Oso diperkenalkan kembali dengan cara yang lebih mudah diterima oleh target audiens, sehingga selain menjadi sarana hiburan, karya ini juga berfungsi sebagai media edukasi dan upaya pelestarian budaya lokal di era digital.

Kata kunci: Komik digital, Sarip Tambak Oso, Legenda, Remaja.

FOREWORD

Praise be to the author for all His graces, taufik, and guidance so that the author can complete the Final Project report with the title "The Design of the Digital Comic Sarip Tambak Oso as a Media for Introduction to the Legend of Sidoarjo to Adolescents Aged 17–21 Years". This final project was prepared as one of the requirements to obtain a Bachelor's degree in Visual Communication Design at the Faculty of Architecture and Design, National Development University "Veteran" East Java.

The preparation of this report is inseparable from the assistance, support, and guidance from various parties. Therefore, on this occasion the author would like to express his deepest gratitude to:

1. Allah SWT has provided health, smoothness, and strength in completing this report.
2. Both parents and families who always provide prayers, motivation, and moral and material support.
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6. Comrades in the 2021 class of DKV who have provided enthusiasm, togetherness, and support until this final project can be completed.
7. All parties who cannot be named individually, who have assisted either directly or indirectly in the preparation of this report.

The author realizes that this report is still far from perfect, both in terms of content and presentation. Therefore, the author really expects constructive criticism and suggestions for future improvements. Hopefully this report can be useful for readers, especially in an effort to reintroduce local legends through digital comic media.

Sidoarjo, September 13, 2025

Rasyadan Pranoto

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