

CHAPTER I

INTRODUCTION

1.1 Background

Nationalism can be interpreted as a collective consciousness that encourages individuals to identify with their nation and state, and feel responsible for maintaining national sovereignty and dignity (Armawi, A 2020). Nationalism includes several important elements, such as love for the homeland, pride in cultural and historical identity, and a commitment to protecting and advancing the nation. In addition, nationalism also involves a sense of responsibility for the honor of the nation and adherence to the basic principles that maintain unity. In the midst of the increasingly strong influence of globalization, strengthening the values of nationalism among people is crucial to maintain a balance between respecting local culture and being open to global change (Hibatullah, 2022)

Love for the homeland can be interpreted as a feeling of pride and respect for the country, which is manifested in concrete actions to maintain, preserve, and advance national culture and wealth (Kurniawaty, 2022). Efforts to foster love for the homeland can be done through various ways, such as studying history, getting to know local culture, and appreciating the values inherited by ancestors. One of the important steps is to preserve the legendary stories that are loaded with moral messages and the spirit of patriotism. These stories not only strengthen cultural identity, but also build a solid foundation of nationalism (Kembaren, 2020). However, amid the current of globalization and exposure to outside cultures, many teenagers have begun to lose attachment to the local culture, including not knowing the legends of their own area.

A legend itself is a narrative that is passed down from generation to generation in a society, usually involving important figures, historical events, or local beliefs. These stories often contain mythological elements, providing an appeal to the listener or reader (Akbar, 2021). In addition, legends are closely tied to moral values, philosophies, and life teachings that can be used as a guide for future generations. Preserving legends is essential, as these stories reinforce the identity of a region and become a source of inspiration and learning about courage, justice, and solidarity (Djumati, 2023).

One example of a legend that depicts noble values is Sarip Tambak Oso, a legendary figure from Sidoarjo, East Java. Sarip is known as a people's hero who fights against injustice

and corruption committed by the rulers. In his story, Sarip fights for the rights of small communities that are often overlooked, depicting courage and determination in facing challenges (Kusuma Wardhani, 2019). The legend of Sarip Tambak Oso not only reflects his story of bravery, but also serves as a symbol of resistance against oppression and injustice. This narrative not only inspires the younger generation to stand up against injustice, but also instills a sense of concern for society and the values of social justice (Susilo, 2022). However, unfortunately many teenagers still do not know the story of Sarip Tambak Oso well or only know a little about it.

Adolescents are an age group that is in an important transition phase between childhood and adulthood. At this stage, adolescents begin to search for self-identity, explore values, and form a view of life. This phase is characterized by significant physical, emotional, and social changes, in which adolescents begin to question existing norms and seek to find their identity (Saputro, 2018). This is a time when they become more open to new ideas and are better able to question and criticize the various norms that exist in society. This phase is characterized by the search for identity, physical and emotional changes, and the strong influence of the social environment, including peers and the media they consume. This makes teenagers a dynamic group full of potential for development (Haidar & Apsari, 2020).

Adolescents are strongly influenced by the social environment, including their peers and the media they consume. They tend to seek inspiration from various sources, both from local and foreign cultures (Ardini & Sugiarti, 2024). With these problems introducing local legends such as Sarip Tambak Oso, it is hoped that they can internalize positive values such as courage, justice, and solidarity that are relevant to daily life.

One solution to deal with the lack of involvement of young people in getting to know local cultural heritage is through the use of media that suits their interests and habits. The media plays an important role in disseminating information and introducing culture to the public, especially the younger generation. According to (Pratama & Syafitri, 2020) With the rapid development of technology, digital media has become one of the effective ways to reach a wider audience. Teens tend to like visual-based media that is dynamic and accessible, allowing them to enjoy entertainment while getting information quickly and interestingly (Meilinda et al., 2020)

Comics are defined as visual media that consists of images arranged in a certain order to convey information or generate an aesthetic response from its readers (McCloud, 1993). In comics, narrative and visuals synergize to form a unique reading experience, where images serve not only as illustrations, but also as integral elements in conveying stories. Apart from being entertainment, comics also have strong educational potential. According to research, comics are able to simplify complex concepts into easier to understand, making them an effective medium in conveying important information and values, especially for teenagers who are more interested in visual-based media (Wahyutiar et al., 2023).

According to (Lestari, 2020) the Webtoon platform has become the top choice for digital comics among teenagers due to the ease of access and interactivity it offers. With over 90 million global users and around 10 million downloads on the Google Play Store, Webtoon provides a wide range of comics from a variety of genres, allowing readers to engage directly with stories through feedback and support for independent creators.

Webtoons integrate engaging visual and narrative elements, creating a fun and relevant reading experience to introduce comics like Sarip Tambak Oso. With relatable characters and engaging, this platform can help teens get to know their cultural heritage while enjoying quality entertainment. In the ever-evolving digital age, Webtoons are an ideal choice for conveying legendary stories that contain moral and cultural values (Apriliani et al., 2022).

1.2. Problem Identification

Based on the background that has been prepared, the following are the identification of problems related to the introduction of the legend of Sarip Tambak Oso to teenagers:

1. Based on the results of the questionnaire distributed with a total of 106 respondents, as many as 30.2% of respondents did not know the legend of Sarip Tambak Oso. On the other hand, 69.8% of respondents remember the story of Sarip Tambak Oso, but only 8.8% of them really understand the full story behind the legend..
2. The erosion of adolescents' interest in local culture With the dominance of global culture, adolescents' interest in local stories and traditions is declining, potentially leading to the loss of cultural heritage (Nahak, 2019).
3. Many delivery media are less appealing to teenagers, so they don't engage or feel connected to historical stories and legends (Anam et al., 2021).

4. There is another comic on the Webtoon platform titled Darjo Sarip published in 2022 by Kevin Febrillian, but the story only has three chapters and has not told the legend of Sarip Tambak Oso in detail. Therefore, I created a comic with the same theme to present a more detailed story and in accordance with the original story of the legend.

1.3. Problem Formulation

Based on the analysis of the existing problems, the following problems can be formulated:

How to design the digital comic Legend of Sarip Tambak Oso as a medium for the introduction of the values of love for the homeland and local culture for teenagers aged 17-21 years?

1.4. Problem Limitations

The limitations of the problem for the creation of the Sarip Tambak Oso comic can be focused on several aspects to clarify the scope of the project, as follows:

1. The comic will only contain the main elements of the legend of Sarip Tambak Oso that is already known in the community, with slight modifications for the needs of a more interesting narrative for teenagers.
2. Focus on conveying key moral values such as courage, justice, and solidarity, without including all the historical details or diverse myths.
3. The illustrations will combine modern and traditional elements, while still retaining the local feel of the legend's story.

1.5. Purpose of planning

The following is the purpose of designing the digital comic Sarip Tambak Oso as a medium for introducing the Sidoarjo Legend to teenagers:

1. Introducing the legend of Sarip Tambak Oso to the younger generation as part of efforts to preserve Sidoarjo's cultural heritage.
2. Conveying moral values such as courage, justice, and solidarity contained in the legend of Sarip Tambak Oso, so that it can be used as inspiration and life guidelines by teenagers
3. Arouse teens' interest in local stories and connect them with historical and cultural roots through comic media that is loved by this age segment.

1.6. Benefits of planning results

1. Helping teenagers get to know the story of the legend of Sarip Tambak Oso that they may not have known before, thus strengthening their understanding of the local cultural heritage.
2. It presents an engaging story and entertaining visuals, while still providing an educational content, making it a fun tool to learn as well as entertaining.
3. Provides moral lessons that are relevant to the lives of teenagers, thus helping to shape their character.

1.7. Planning Framework

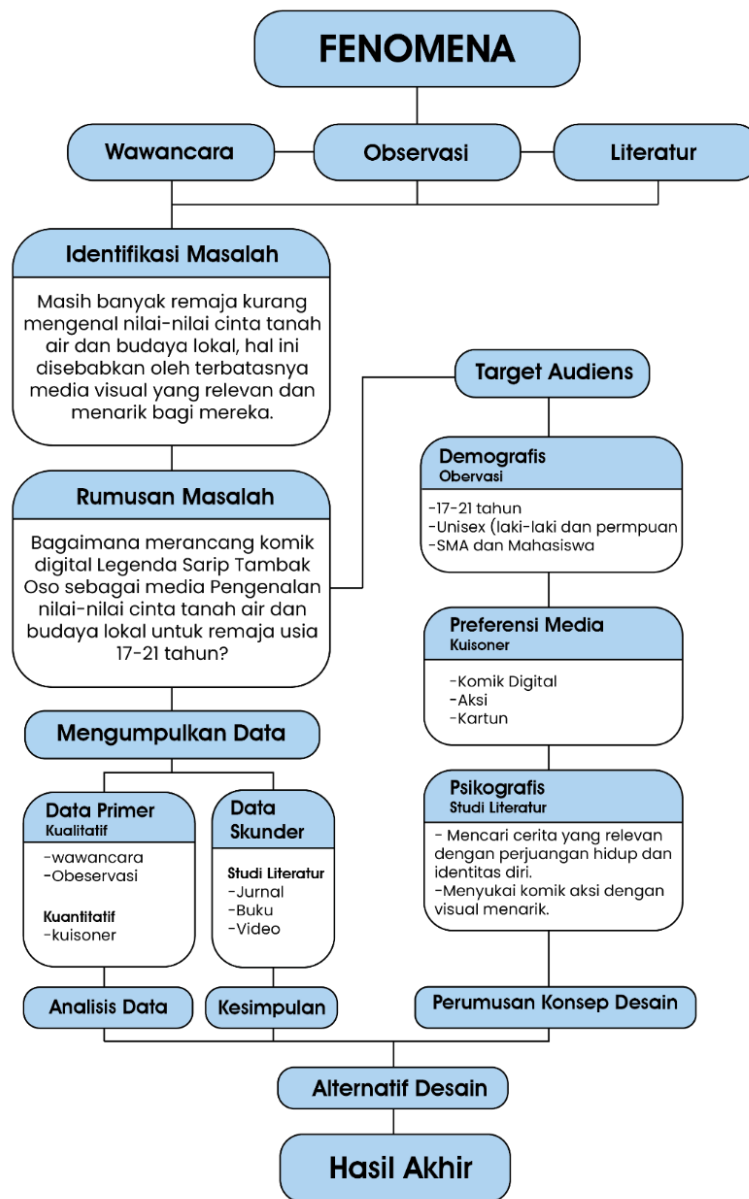


Chart 1. 1 Planning Framework
(Source: Personal Documents)