

FINAL PROJECT REPORT

**COMIC STRIP DESIGN AS AN EDUCATIONAL MEDIUM ABOUT MOUNTAIN
CLIMBING SAFETY FOR BEGINNERS AGED 18-24 YEARS THROUGH
INSTAGRAM SOCIAL MEDIA**

To Meet As A Requirement in Obtaining a Bachelor's Degree (S.1)



By:

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VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ARCHITECTURE AND DESIGN

NATIONAL DEVELOPMENT UNIVERSITY 'VETERAN' EAST JAVA

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2025

VERIFICATION PAGE

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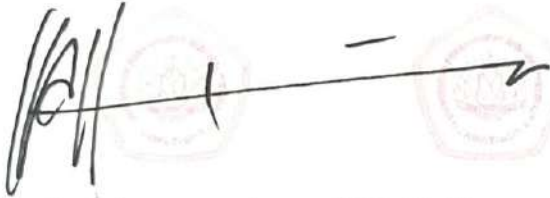
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SURAT PERNYATAAN BEBAS PLAGIASI

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ABSTRAK

Sejak 2016 aktivitas pendakian gunung di Indonesia mengalami peningkatan yang signifikan dan semakin populer di kalangan anak muda. Namun, seiring bertambahnya jumlah pendaki, angka kecelakaan juga meningkat, terutama pada kelompok usia 18–24 tahun. Penyebab utama hal ini adalah minimnya pengetahuan, kurangnya persiapan, serta rendahnya kesadaran terhadap risiko pendakian. menurut data yang dikeluarkan oleh BASARNAS dan berbagai laporan data statistik pengelola wisata gunung angka kecelakaan terus naik 35% setiap tahunnya. Kondisi ini menunjukkan pentingnya upaya edukasi keselamatan di alam terbuka yang dapat disampaikan melalui media yang dekat dengan target audiens.

Perancangan ini dilakukan dengan melalui tahapan pengumpulan data observasi, wawancara, penyebaran kuesioner, serta studi literatur dengan menggunakan metode perancangan deskriptif kualitatif dan kuantitatif. Hasilnya adalah terciptanya komik strip edukatif berjudul “Menuju Puncak” yang diposting melalui media sosial Instagram.

Berdasarkan hasil analisis, media visual berbasis digital seperti komik strip dinilai efektif untuk menyampaikan pesan edukasi keselamatan secara menarik dan mudah dipahami. Konsep visual dirancang dengan gaya semi-realis yang ekspresif, dikombinasikan dengan sentuhan humor ringan agar sesuai dengan selera remaja. Alur cerita dimodifikasi dengan menampilkan situasi yang dekat dengan pengalaman pendaki pemula, seperti minim persiapan, salah membawa perlengkapan, hingga menghadapi kondisi darurat, sehingga pesan keselamatan dapat tersampaikan secara lebih relevan dan efektif.

Melalui perancangan ini, komik strip “Menuju puncak” diharapkan dapat meningkatkan kesadaran dan pemahaman pendaki pemula usia 18–24 tahun mengenai persiapan, pencegahan, serta langkah antisipatif ketika menghadapi risiko kecelakaan saat mendaki. Dengan demikian, karya ini akan menjadi sarana edukasi visual yang menarik dalam membantu menekan angka kecelakaan pendakian di kalangan pemula.

Kata Kunci: *Komik strip, Edukasi, Keselamatan pendakian, Remaja, Instagram*

ABSTRACT

Since 2016, mountaineering activities in Indonesia have increased significantly and are increasingly popular among young people. However, as the number of climbers increases, the number of accidents also increases, especially in the age group of 18–24 years. The main cause of this is a lack of knowledge, lack of preparation, and low awareness of climbing risks. According to data issued by BASARNAS and various statistical data reports of mountain tourism managers, the number of accidents continues to increase by 35% every year. This condition shows the importance of safety education efforts in the outdoors that can be conveyed through media that are close to the target audience.

This design was carried out through the stages of observation data collection, interviews, questionnaire dissemination, and literature study using qualitative and quantitative descriptive design methods. The result was the creation of an educational comic strip titled "*Towards the Top*" which was posted through Instagram social media.

Based on the results of the analysis, digital-based visual media such as comic strips are considered effective in conveying safety education messages in an attractive and easy-to-understand manner. The visual concept is designed in an expressive semi-realist style, combined with a touch of light humor to suit the taste of teenagers. The storyline is modified by displaying situations that are close to the experience of novice climbers, such as lack of preparation, incorrect equipment, and facing emergency conditions, so that safety messages can be conveyed more relevant and effectively.

Through this design, the comic strip "*Towards the top*" is expected to increase the awareness and understanding of beginner climbers aged 18-24 years about preparation, prevention, and anticipatory steps when facing the risk of accidents while climbing. Thus, this work will be an interesting visual educational tool in helping to reduce the number of climbing accidents among beginners.

Keywords: Comic strips, Education, Climbing safety, Teens, Instagram

FOREWORD

Praise be to Allah SWT for His mercy, taufik, and guidance, so that the author can complete the Final Project report with the title *"Designing Comic Strips as an Educational Media on Mountain Climbing Safety for Beginners Aged 18–24 Years through Instagram Social Media"* well and smoothly.

This report was prepared as one of the requirements to obtain a Bachelor of Design (S-1) degree in the Visual Communication Design Study Program, Faculty of Architecture and Design, National Development University "Veteran" East Java. It is hoped that this design can provide real benefits in an effort to reduce the number of climbing accidents, especially among beginners, through the media of Instagram comic strips

In compiling this report, the author received a lot of support, guidance, and assistance from various parties. Therefore, the author respectfully expresses his gratitude to:

1. Allah SWT and the Prophet Muhammad SAW for His abundant grace, blessings, and guidance.
2. Both parents are beloved for prayer, affection, moral and material support, and are the greatest source of enthusiasm in completing their studies.
3. Mr. Alfian Candra Ayuswantana, S.T., M.Ds. and Dr. Aris Sutejo, S.Sn., M.Sn. as Supervisors who patiently provided very valuable direction, guidance, and input.
4. Mrs. Masnuna, S.T., M.Sn. and Mr. Aditya Rahman Y, S.T., M.Med.Kom. as an Examiner Lecturer who has provided criticism, suggestions, and evaluations for the improvement of this report.
5. Aileen Solicitor.C.R.E.C, S.T.,M.Ds., Mr. Ibnu Sholichin, S.T., M.T. as the Dean of the Faculty of Architecture and Design UPN "Veteran" East Java who has provided opportunities and facilities in supporting the preparation of this final project.
6. BASARNAS Mr. Wahyutriagung, comic artist Fauzi Arif Suhada, Illusrator Imeldhadha Melati Putri Affandy, the Mapala community, the Unica Community, and novice climbers who are willing to become resource persons, questionnaire respondents, and interviews, so that the data obtained can enrich the design process.
7. Akmal Choliq Fachriansyah, Raihanun Azizah Hanan yang telah bersedia menjadi sampel dalam studi consumer journey dan memberikan perspektif berharga dari sisi audiens.

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9. Windah basudara, Hitzeed, Lein Xceed, Raditya dika, Detective aldo, STK, Bmcoffe, and many more, as a place that has become a stopover during burnout, a place to work and a place to find inspiration
10. All parties who cannot be mentioned individually, but have helped both directly and indirectly, so that this design can be completed properly

The author realizes that this report is far from perfect. Therefore, constructive criticism and suggestions are very much hoped by the author for the sake of improving the work in the future.

Finally, I hope that this Final Project report can provide benefits for readers, as well as become one of the small contributions in the development of science in the field of Visual Communication Design, especially in the realm of climbing safety education in Indonesia.

Surabaya, August 16, 2025

A handwritten signature in black ink, appearing to read 'Hendri Bastian', with a stylized, cursive script.

Hendri Bastian

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