

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

The comic strip "MenujuPuncak" posted on Instagram @komik_menujupuncak made as an educational medium about climbing. Teens and young adults' interest in mountain climbing is increasing, but many do not yet have enough knowledge about safety, environmental ethics, and physical preparation. This condition is risky for climbers and also nature. Therefore, educational media that is close to the daily lives of the audience is needed, one of which is through social media.

The design process is carried out through literature study, primary and secondary data collection, audience analysis, keyword determination, story and character concept development, and visual execution. Each stage is designed to make the message easy to understand, lightweight, and appropriate to the style of digital communication. Instagram was chosen because it is accessible, interactive, and can reach a wide audience.

The final result was 15 comic strip episodes. The themes raised include climbing preparation, climber ethics, and safety when climbing. This comic is intended as an alternative educational medium. Its function is to entertain while fostering awareness about the importance of hiking safely, responsibly, and protecting the environment. This design also contributes to the development of educational media based on visual communication design. In addition, this work opens up further research opportunities to assess the effectiveness of digital comics as a means of education for the climbing community and the general public.

5.2 Suggestions

This comic strip still has flaws. From a technical point of view, the details of the illustrations and character expressions have not been consistent. In terms of content, the storyline in some episodes is still short so the educational message is not deep. In the future, the number of episodes can be increased. Themes can also be made more diverse, for example about the environment, risk management, or climber culture. Comics can be developed into other media such as merchandise, webtoons, or short animations to reach a wider audience.

Further research is needed to see the extent to which these comics are effective in increasing understanding and awareness of climbing safety. Collaboration with the climbing

community, tourism, and educational institutions will help strengthen the value of education and expand the impact of this comic.