

FINAL PROJECT
DESIGN OF A WEBTOON DIGITAL COMIC ABOUT THE DAUL
MUSIC FESTIVAL AS AN INTRODUCTION TO THE CULTURAL
CULTURE OF MADURA ISLAND TO TEENAGERS AGED 18-22
YEARS

To fulfill the requirements for completing the Final Project (Strata-1)



By:

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VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
2025

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APPROVAL PAGE

**DESIGN OF A WEBTOON DIGITAL COMIC ABOUT THE DAUL MUSIC
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ISLAND TO TEENAGERS AGED 18-22 YEARS**

Authored By:

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Has been defended in front of the examination team

Date : August 18, 2025

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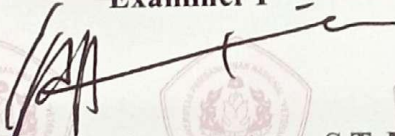
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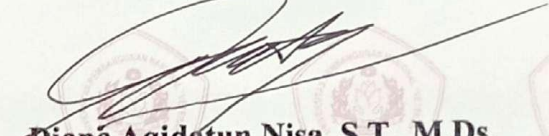
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CONSENT PAGE

**DESIGN OF A WEBTOON DIGITAL COMIC ABOUT THE DAUL MUSIC
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I declare that this Final Project does not contain any part of another scientific work that has been submitted for an academic degree at any higher education institution, nor does it contain any work or opinions previously written or published by another person/institution, except those cited in writing in this document and fully stated in the bibliography.

I also declare that this scientific document is free from plagiarism. If any indication of plagiarism is found in this Final Project at a later date, I am willing to accept sanctions in accordance with applicable laws and regulations.

I hereby make this statement truthfully without any coercion from any party, and to be used as intended.

Surabaya, September 16, 2025



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ABSTRACT

Madura Island boasts a rich and unique cultural heritage. However, the island is often known through negative stereotypes, such as the Carok culture and the iron thief stereotype. This approach obscures the positive cultural aspects that have significant potential to improve Madura's image. This study aims to introduce a digital comic in the form of a Webtoon specifically designed to showcase the festival and historical development of Madurese traditional Daul music. This comic is aimed at young people aged 18-22, an age group actively utilizing digital technology and social media. The comic was published on the Webtoon platform due to its high popularity among the target audience and its potential for widespread and accessible dissemination. The comic format was chosen because it allows for cultural stories to be conveyed in a visually engaging manner.

The design method used in this study was descriptive qualitative. Data collection was conducted through several stages: direct observation of the Daul music festival, a questionnaire to understand the target audience's preferences and knowledge of Madurese culture, and in-depth interviews with artists and cultural figures. Secondary data sources were obtained from literature studies. This data was analyzed to produce a comic story that was accurate, authentic, and well-received by readers.

The final result of this design is a webtoon comic entitled "Gemerlap Daul Madura," which serves not only as a medium for entertainment but also as an educational tool and for preserving Daul music culture. This comic is expected to provide a new perspective on Madura. Furthermore, this comic also aims to build a more modern and positive Madurese identity, which can be juxtaposed with other Madurese popular culture such as Karapan Sapi (Bull Racing). This comic is expected to change existing negative views and inspire the younger generation to love and preserve their own culture more.

Keywords: Madurese Identity, Stereotypes, Gemerlap, Preservation.

FOREWORD

Praise be to God Almighty, for His abundant grace, guidance, and blessings, enabling me to complete this scientific report on the design of a digital webtoon comic about the Daul Music Festival as an introduction to Madura Island's distinctive culture for youth aged 18-22. This design is a contribution to preserving Indonesian culture. Hopefully, this design can motivate and inspire readers to learn more about Madura's diversity without being bound by stereotypes.

Thank you to several parties who have provided assistance and support during the preparation of this final project, enabling its successful completion. I would like to take this opportunity to express my deepest gratitude to:

1. God Almighty and the Prophet Muhammad (peace be upon him).
2. My mother, father, grandmother, and brother, who have never stopped praying for me and providing me with support, both physically and spiritually, as well as financially.
3. My first supervisor, Mr. Restu Ismoyo Aji, S.Sn., M.A., who has provided input and suggestions throughout the design process.
4. To Ms. Masnuna, S.T., M.Sn., my second supervisor, who also provided input and guidance in writing the report and designing it.
5. To Mr. Moh As'ari, who was willing to share his insights and knowledge about Daul music.
6. To Rafsanjany Mohammadi Sy, who was willing to share his understanding and experience of Daul music.
7. To Mr. Indra AD, who agreed to be interviewed about the creation of the Webtoon comic.
8. To the friends at the Folkloria exhibition which coincided with the 17+8 demonstration demanding the DPR, and to support each other until the Final Project exhibition could be completed..
9. To all the lecturers at the Visual Communication Design Department of UPN "Veteran" East Java, who have educated me and enabled me to complete my studies and this final project.
10. To all my fellow Visual Communication Design students, Class of 21, UPN "Veteran" East Java, who always reminded me of the progress of my final project and supported each other.

As the author, I fully acknowledge that this design is far from perfect and contains many shortcomings. However, I sincerely hope that it can contribute to the recognition of Daul music. Constructive criticism and suggestions are greatly appreciated. Hopefully, this report will be beneficial to all stakeholders.

Surabaya, September 16, 2025

Akbar Firmansyah .

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