

FINAL PROJECT
**DESIGNING WEB COMICS AS AN EDUCATION ON THE
PREVENTION OF KIDNEY FAILURE FOR 18-25 YEARS OLD**

To meet the requirements in obtaining a Bachelor's degree (S-1)



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2025/2026

VERIFICATION PAGE

**DESIGNING WEB COMICS AS AN EDUCATION ON THE PREVENTION
OF KIDNEY FAILURE FOR 18-25 YEARS OLD**

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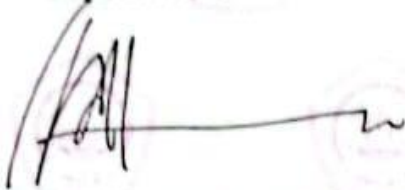
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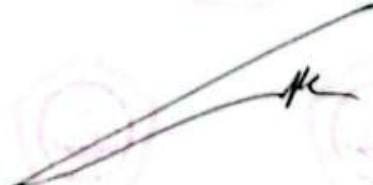
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Declaring that in this Final Project scientific document there is no part of other scientific works that have been submitted to obtain an academic degree in a Higher Education institution, and also there are no works or opinions that have ever been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

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Sidoarjo, December 3, 2025

Who made the statement



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ABSTRACT

Kidney failure is no longer a condition that only affects older adults, as it is increasingly found among individuals aged 18–25. This rise is associated with unhealthy lifestyle patterns, such as the frequent consumption of flavored drinks and instant foods, inadequate water intake, and a general lack of awareness regarding early health prevention. Considering these conditions, there is a need for educational media that is informative, easy to understand, and relevant to young audiences. This study aims to design a web comic as a medium to convey messages about kidney failure prevention through visual and narrative approaches suited to the characteristics of the target audience.

In this design process, the research method used is a mixed method combining qualitative and quantitative approaches. Interviews with doctors and comic artists were conducted to gain insights related to kidney health and the creative process of comic development. Additionally, an online questionnaire was distributed to respondents aged 18–25 to understand their visual preferences, web comic reading habits, and level of awareness regarding kidney health issues. The data were analyzed descriptively and supported by a SWOT analysis to formulate the design direction.

The comic design applies the Ki-Sho-Ten-Ketsu narrative structure, which emphasizes a coherent and easy-to-follow storyline. A semi-realistic visual style was selected to ensure that characters and scenes feel familiar to young people's everyday lives. Visual and narrative elements were developed based on the collected data so that health messages could be conveyed more subtly and relevantly without seeming didactic. Characters, settings, and plot elements were crafted to reflect the lifestyle of teenagers and young adults, fostering a sense of relatability.

The design results indicate that visual and narrative approaches aligned with the characteristics of young audiences have the potential to support the delivery of kidney failure prevention messages. Respondents' feedback on character design, visual style, and story content showed generally positive responses. By utilizing Webtoon as the distribution platform, this comic has the opportunity to reach a wider audience and enhance young people's awareness of the importance of maintaining kidney health in their daily lives.

Keywords: Web Comic, Visual Education, Kidney Failure, Youth, Visual Communication Design, Webtoon

FOREWORD

The author expresses his gratitude to Allah SWT for His overflowing grace, taufik, and guidance so that the Final Project report entitled "The Design of Web Comics as Education for the Prevention of Kidney Failure for Ages 18-25 Years." can be completed properly. The preparation of this final project is one of the requirements to obtain a Bachelor's degree in Visual Communication Design at the Faculty of Architecture and Design, "Veteran" National Development University, East Java. The realization of this report cannot be separated from the assistance, support, and direction from various parties. Therefore, through this opportunity, the author expresses his sincere appreciation and gratitude to:

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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, November 23, 2025

Fadjar Satria Dwi Putra

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