

CHAPTER V

CONCLUSION & SUGGESTION

4.1 Conclusion

Based on the results of the research, data analysis and design process, it can be concluded that the design of web comics as an educational medium regarding the prevention of kidney failure in young people aged 18 to 25 years is a strategic step in answering the problem of low awareness of young people and the community towards a healthy lifestyle. The increase in the number of hemodialysis therapies in young age groups is a serious concern that requires a targeted visual communication approach.

According to the results of the questionnaire, it can be seen that web comics are one of the media that are most in demand by young people, since they tend to be more interested in content combined with visuals and narratives. Web comics are uploaded through the LINE Webtoon platform, which is one of the most downloaded free comic applications on Google Playstore.

Therefore, through a narrative approach with *the Slice Of Life* and *Comedy* genres, as well as character design that is relevant to the lives of young people, the web comic "Anti Kidney Failure" can present messages in an educational, effective and interesting manner. The webcomic "Anti Kidney Failure" was composed using the Ki-Sho-Ten-Ketsu plot to provide a flowing and relevant story structure for the Target Segment. Thus, it can be concluded that web comic media has great potential as an alternative to health education that is communicative and adaptive to the lifestyle of today's young people.

4.2 Suggestion

This comic still has room to be explored, either through increasing the number of episodes, adding conflicts and characters, or expanding other health issues or those still related to kidney disease. Collaboration with health agencies and youth communities, or campus organizations can also expand the educational impact of this comic directly to the community.

Finally, it is hoped that the results of the design of this web comic will be able to become a medium that is not only interesting to read, but also provides new awareness to young people and the community about the importance of maintaining kidney health from an early age. Thus,

they can avoid the risk of these deadly diseases through the implementation of a healthy lifestyle, such as increasing water consumption, limiting the consumption of unhealthy foods and drinks, and conducting regular health checks.