

FINAL PROJECT

**CARD GAME ABOUT DAILY HABITS FEATURING COMIC STRIP
ILLUSTRATIONS ON THE DAILY LIVES OF TEENAGERS**

To fulfill the requirements for completing the Final Project (Bachelor's Degree)



Submitted by:

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VISUAL COMMUNICATION DESIGN PROGRAM
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
2025/2026

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APPROVAL PAGE
CARD GAME ABOUT DAILY HABITS FEATURING COMIC STRIP
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Has been defended in front of the Examiner Team

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AGREEMENT PAGE
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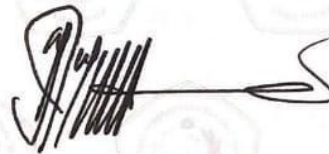
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Surabaya, May 23, 2026
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ABSTRACT

Habits are one of the determining factors of a person's quality of life, yet adolescents often struggle to understand and form habits. The lack of engaging and relevant media tailored to adolescents' daily lives serves as the primary rationale for this design. This study aims to design a card game themed around *the habit loop*, featuring comic strip illustrations as a visual communication medium that can help adolescents understand the concept of habits while encouraging the formation of positive behaviors in their daily lives.

The design method used is *the Seven Stages of Design*, with data collection conducted through interviews, *Focus Group Discussions* (FGDs), and observations. Data was analyzed using a *consumer insight* approach, *consumer journey* analysis, and the 5W+1H framework to formulate a concept that effectively targets the audience. The target audience for this design is male and female teenagers aged 18–21.

The design outcome is *a card game* titled "KeBiasaCard," consisting of habit cards and interaction cards, complete with packaging and supporting materials such as *a tote bag*, mug, keychain, *stickers*, phone *case*, and *notebook*. This card game is expected to serve as an effective alternative non-formal learning medium in fostering awareness and the formation of positive habits among Indonesian adolescents.

Keywords: card game, habit loop, comic strip, adolescents

FOREWORD

The author offers heartfelt thanks to Allah SWT for all His mercy, guidance, and blessings, enabling the author to successfully and smoothly complete this Final Project titled “The ‘Habit Circle’ *Card Game* with Comic Strip Illustrations in the Daily Lives of Adolescents,” as one of the requirements for completing a Bachelor’s degree at the Faculty of Architecture and Design, Universitas Pembangunan Nasional “Veteran” East Java.


The author realizes that the process of designing and writing this report would not have been possible without the support, guidance, and assistance from various parties. Therefore, with all humility and respect, the author would like to express his deepest gratitude to:

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11. And all parties involved in this design process.

The author acknowledges that this Final Project report is far from perfect. Therefore, the author is open to constructive criticism and suggestions for future improvements. The author hopes this work can be beneficial, not only as a contribution to the field of Visual Communication Design, but also as a medium that truly has a positive impact on Indonesian youth in fostering good habits in their daily lives.

Surabaya, May 16, 2026



Mohammad Candra Al-Aliyyu

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